BIOL 3700/5701
SCIENCE COMMUNICATION

SURVEYING THE FIELD:
SCIENCE COMMUNICATION AND PUBLIC ENGAGEMENT

Course description: How do scientists learn to become effective communicators? This online course is designed to help you develop your skills as a communicator and practice engaging diverse audiences — red and blue, young and old — with science. The course will explore both theoretical and practical aspects of science communication and public engagement. We will analyze effective communication strategies and explore challenges and opportunities for researchers seeking to engage with the public in formal and informal settings. You will interact with guest speakers and experts as you explore the environmental communication landscape through readings, research, presentations, and writing. In your final project, you will build upon the skills you’ve developed to create a public engagement activity, long-form article, or performance piece. All work will be shared with your peers during the final week of class.

Course Period  Spring 2020 April 20-June 5, 2020, Online via Zoom

Meeting times  BIOL 3700 May 18-June 4, M-Th 1:00-3:05 PM; BIOL 5701 April 30, 1:00-3:05 PM and May 18-June 4, M-Th 1:00-3:05 PM

Additional requirements  4.5 hours of reading and coursework per class period
Office hours / optional online study session: T/TH 10:00-11:30

Instructors  Michael Winikoff, michaelw@umn.edu (he/him/his)
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