



Sveriges lantbruksuniversitet  
Swedish University of Agricultural Sciences

# SLUkurs

## Syllabus

**POS0007 To communicate science, 2.0 credits**

## Syllabus approved

2016-02-04

## Subjects

Other Social Science

## Education cycle

Third cycle

## Grading scale

Pass / Failed

The requirements for attaining different grades are described in the course assessment criteria which are contained in a supplement to the course syllabus. Current information on assessment criteria shall be made available at the start of the course.

## Language

English

## Prior knowledge

The course is intended for all PhD students at SLU. It is particularly suitable when the PhD student has started his/her own research so that it can be used as reference material.

## Objective, including learning outcomes

Interaction with the society is becoming increasingly important for researchers. To communicate new knowledge and facilitate its usefulness is an important task for

researchers and the universities, and it is also a prerequisite for getting research grants. This course teaches how to plan and perform effective communication work and what measures and channels that can be used to reach different target groups. It also raises awareness about how to avoid difficulties and misinterpretations.

After completion of the course the participants should:

- Be able to discuss the role of research in society ("samverkansuppdraget").
- Show their knowledge about ideas and concepts regarding popular science communication.
- Have established contacts with role models and practitioners within the field
- Be able to describe how different media works.
- Write an effective press release about their research findings.
- Communicate their research findings to a wider audience in terms of popular science.
- Prepare and explain the core of their research in an interview.

## **Content**

During the course different channels for research communication of popular science will be introduced through lectures, tutorials, individual assignments, group exercises, discussions, feedback and guidance with professional journalists and communicators. Examples are poster presentation, press release and popular science writing, blogging, electronic and social media. This will be performed by lectures, seminars and practical exercises.

Lecturers come from both within and outside the university, for example from SLU:s division of communication, media and university teaching environments. The foundation of the course is dialogue, activity and exercises in writing popular science, press release and performing and interview.

## **Requirements for examination**

Examination is performed through active participation and attendance, and by producing individual assignments.

Attendance is mandatory at all lectures. Occasional missed lectures can be compensated by writing extra-assignments.

### **Additional information**

Link to application in SLU personalkurser

<https://personalkurser.slu.se/kurser/kurs.cfm?KursID=PNG0095&oid=13>

Link to the course syllabus

<https://www.slu.se/utbildning/program-kurser/kurser/?sprak=en&kurskod=POS0007>

Course certificates will be given after completed course. The course is given in English. The course is limited to 15 participants.

Course dates: March/April 2020

Responsible department

Department of Molecular Sciences (Research school Focus on food and biomaterials in collaboration with NJ-research schools), Division of Communication, Division of Planning

### **Responsible department**

Department of Molecular Sciences