

**Course: Science Communication**

Lecturer: Marco Boscolo

Date: 27/03/2019 – 12/04/2019

Classroom: Sala del Camino and 1-17 @ IUSS

Course schedule

Week	Date	Lecture hours	Tutorial hours	Subject	Tot h
		From____ To____	From____ To____		
1	27th March Sala del Camino	10-13	14:30 - 17:30	Framing Science Communication. An introduction to Science Communication models, perspectives and motivations. With applied exercise to different communication examples. Discussion.	6
	28th March Sala del Camino	10-13	14:30 - 17:30	What is a science news? How does it come to life? An introduction to scientific journalism: structure of a scientific news/feature, sources, and style. With applied exercise on headlines, identification of news values and characteristics of audiences, and pitching	6
	29th March 1-17	10 - 13		Learning by doing: writing a news story. Summary of the structure of a scientific news story. Writing laboratory.	3
	29th March 1-17	14:30 - 17:30		Revision of the written stories and discussion. Other Media and Science Communication. What are the main communication differences between different media (other than written journalism and public speaking)? A panorama on the best way to approach on radio, television and a special activity on interview	3
2	11th April Sala del Camino	10 - 13	14:30 - 17:30	Communication in time of crisis and communication of risks. An overview of situations, communications environments and scenarios, communication techniques, and practical workshop.	6
	12th April 1-17	10 - 13	14:30 - 17:30	Public speaking. A practical laboratory on how to communicate effectively when speaking in front of an audience.	6