



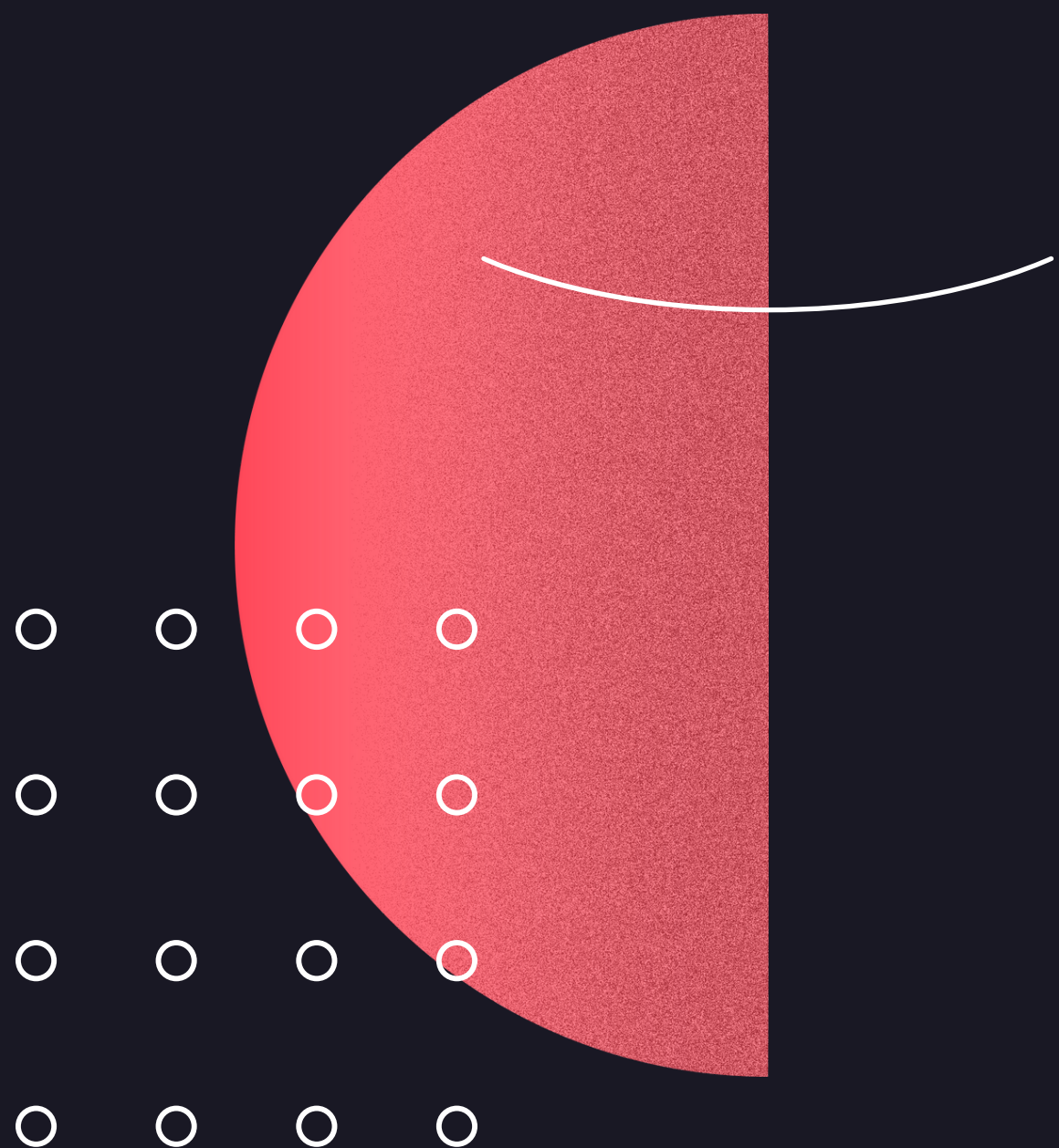
Communicating Science

Marketa Dudová / Jana Kubrická / Joe Lennon

Purpose of the Course

Create a space for students to explore how scientists share their knowledge and experience with non-experts

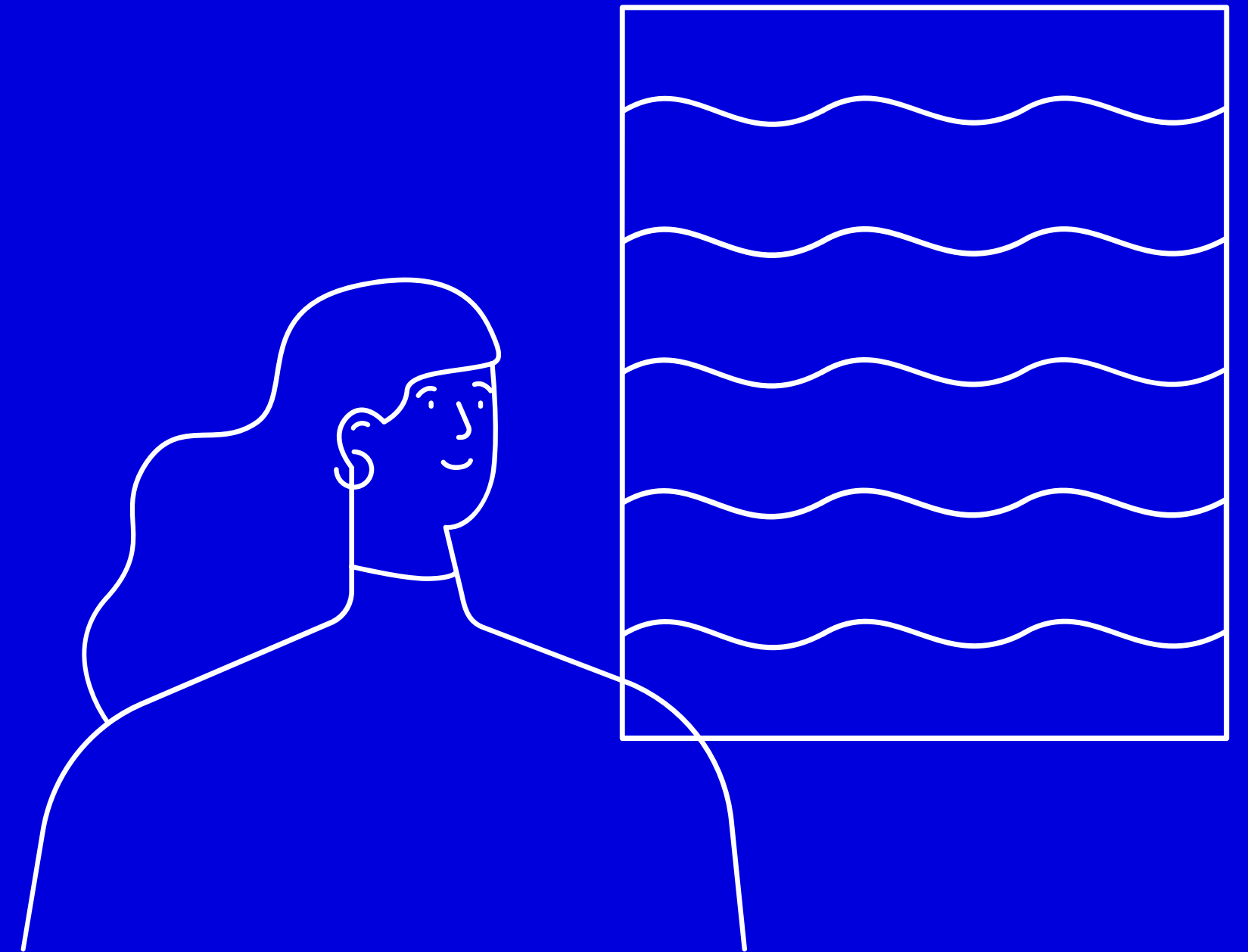
Give advanced students at the Science Faculty a new, attractive elective



Parade of Genres

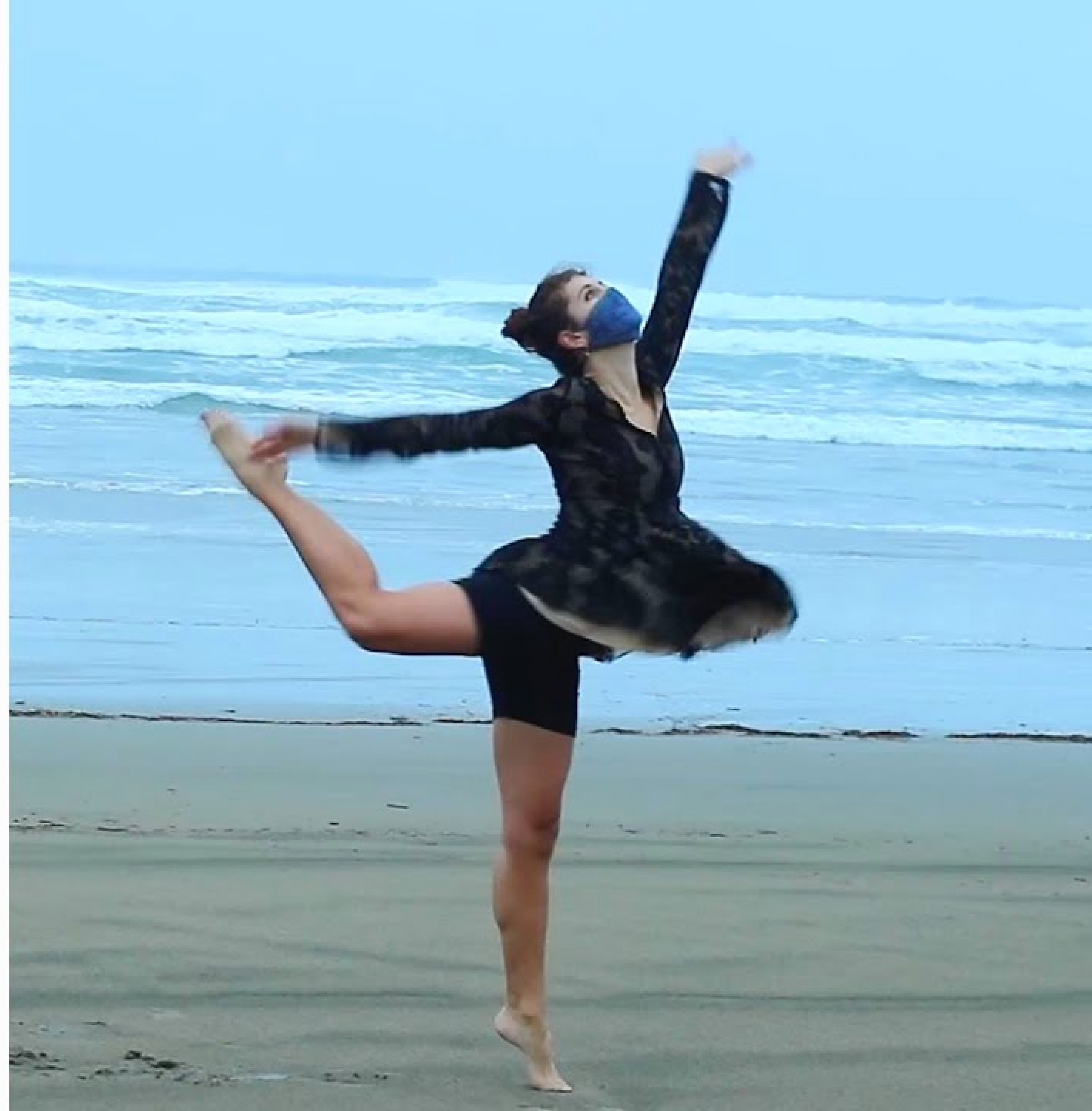
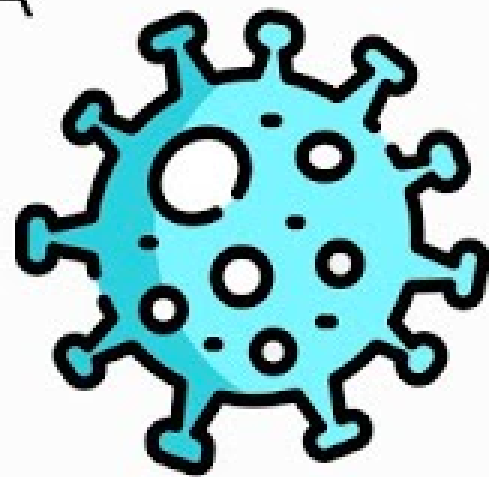
We presented our favorite models of successful science communication.

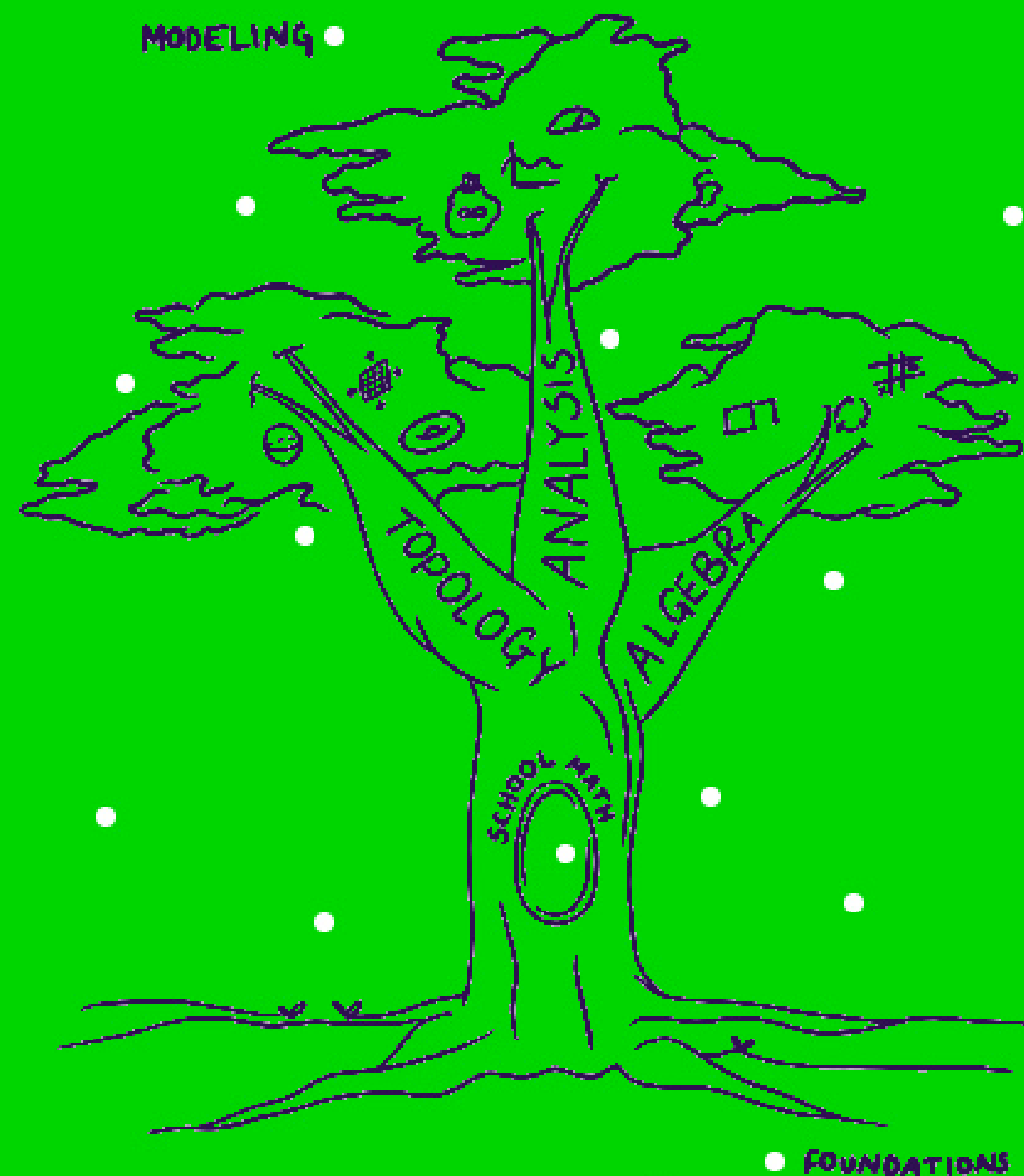
We identified "communication ideas" - specific strategies or aspects of the models which made them successful.



Dance Your PhD 2021

BIOCHEMICAL &
BIOPHYSICAL STUDIES OF
THE COVID-19
NUCLEOCAPSID PROTEIN
WITH RNA





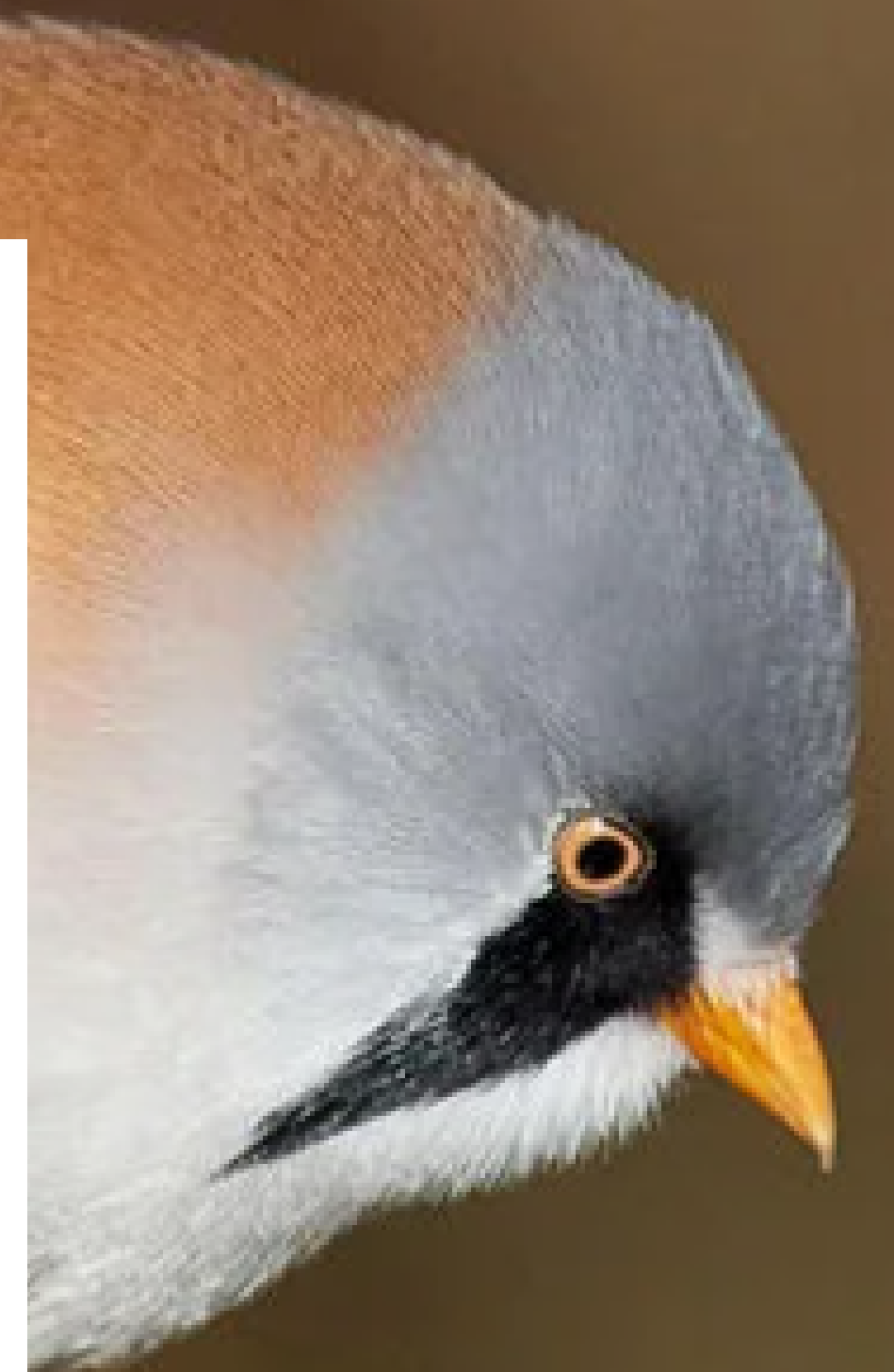
Math Without Numbers

Milo
Beckman

What's the Difference Between a 'Borb' and a 'Floof'?

lack the ability to fluff up their feathers. Floof is a weak noun and a strong verb: It is a way of life and one of the few things dogs, cats, and birds all have in common. We may therefore understand that a borb, like any other birb, *is*. A floof *does*.

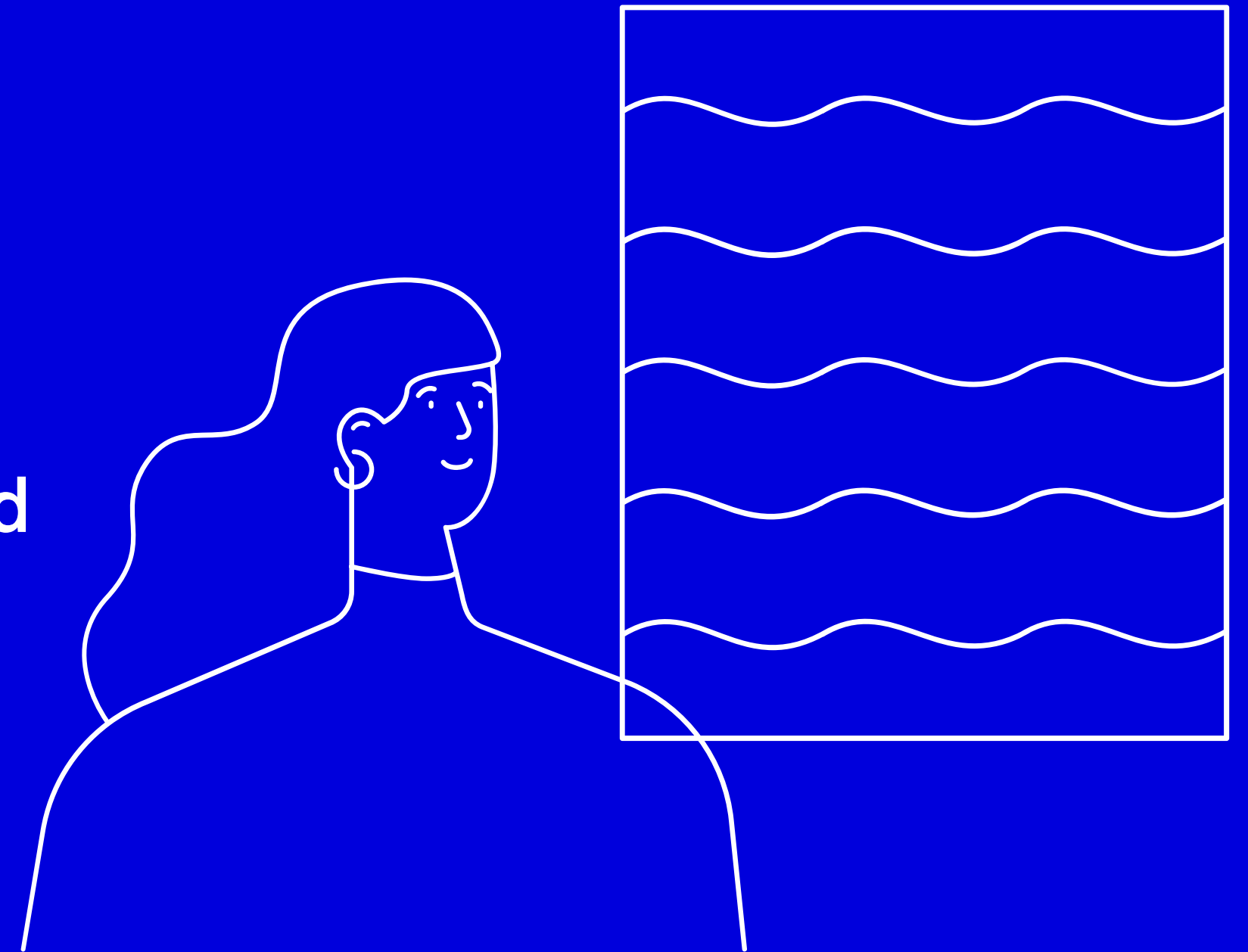
Let us now apply this logic. Borbs as a category heavily intersect with birbs, defined as both are by roundness. But just as every bird is not a birb, every birb is not a borb. Some birds naturally have deep chests and short necks, easily securing their borbness: chickadees, European Robins, and Bearded Tits, the last of which seems to be the poster child for the type. Other clear borbs include pigeons, thrushes, warblers, game birds, small parrots, most owls, and penguins. While wading birds can appear remarkably compact, like a scrunched-up Green Heron, this is an illusion,



Your turn!

Brainstorm one or two genres you could use to share some interesting aspect of your field to non-experts.

In your examples, can you identify a "communication idea" - a strategy you'd use to inform & excite non-experts?

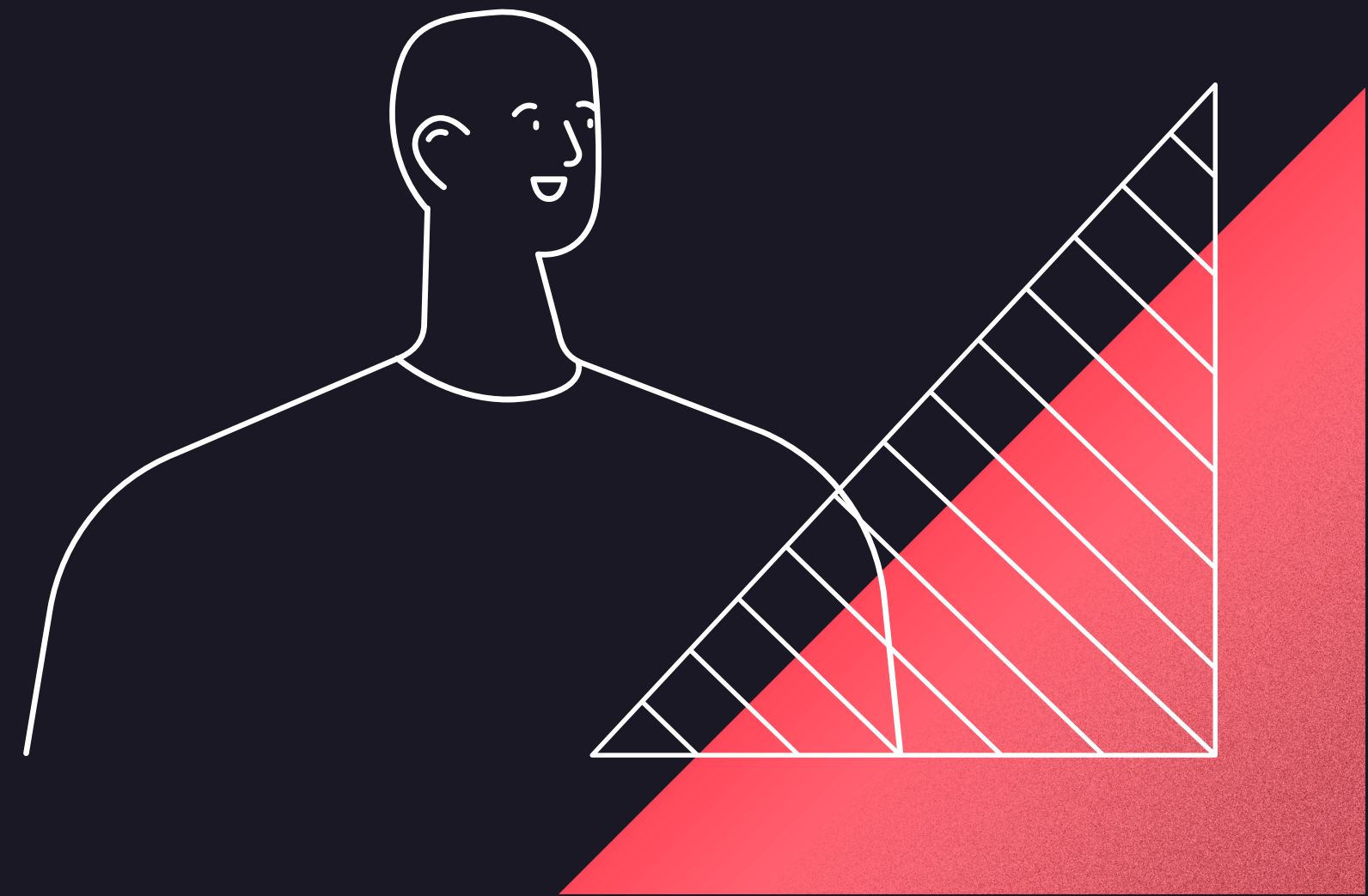


Student Work

Activities and short outputs
in the lessons

A short popular science blog article
w/ peer & Joe's feedback

Live performance at a
"science festival"



Syllabus and Course Plan

February 17 / 18

Introduction – Parade of Genres

February 24 / 25

Student-led Parade of Genres – Theories of science mediation

March 3 / 4

Audience and Interaction – Building an online presence

March 10 / 11

Science writing – Content ideas & Form ideas

March 17 / 18

Science writing – Balancing accuracy and accessibility

March 31 / April 1

Popular Science Blog due – Peer feedback

April 7 / 8

Choosing performance groups – Dialogues in science

April 14 / 15 – NO CLASS

Science Festival Proposals due

April 21 / 22

Aspects of performance genres – Metaphors

April 28 / 29

Aspects of performance genres – Visuals & Statistics

May 5 / 6

Rehearsals for Science Festival

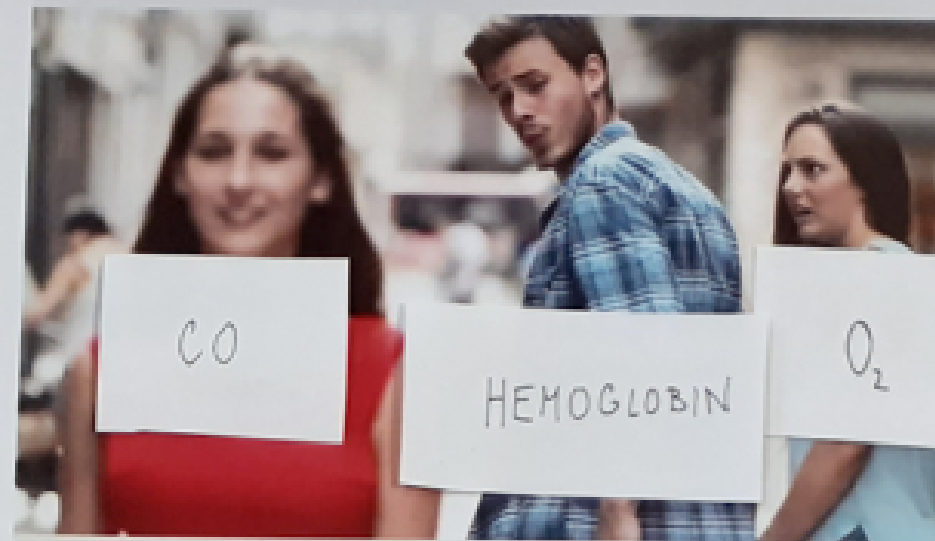
May 12 / 13

Science Festival – Performances and feedback

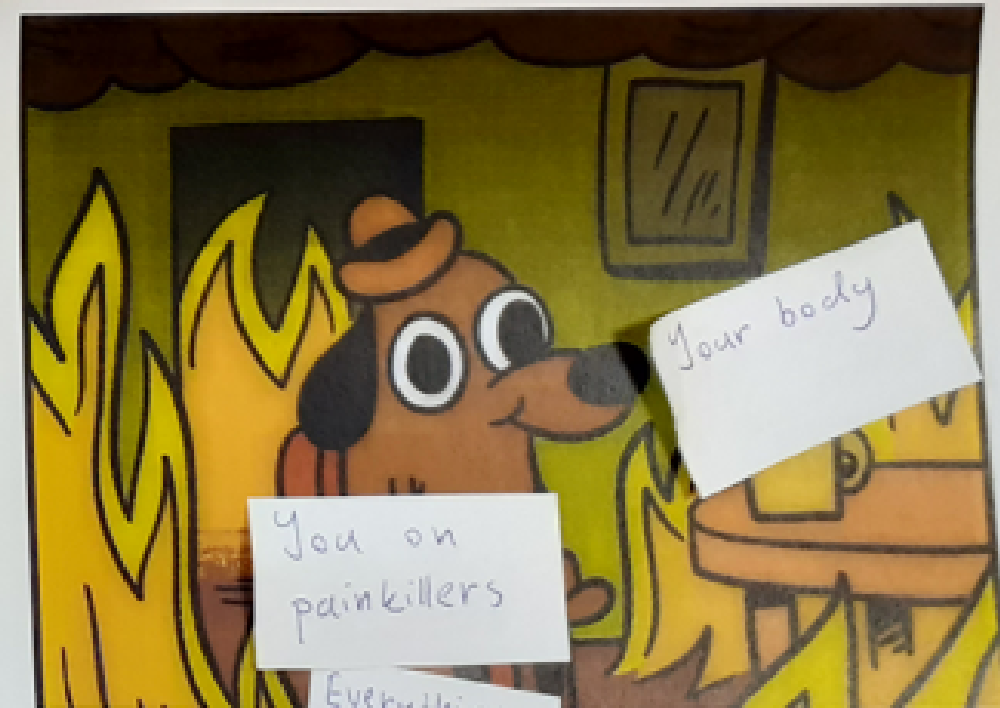
Mememes & Metaphors



When you listen to sb saying climate change is not real.



When you decided to study biochemistry instead of medicine because it is easier.

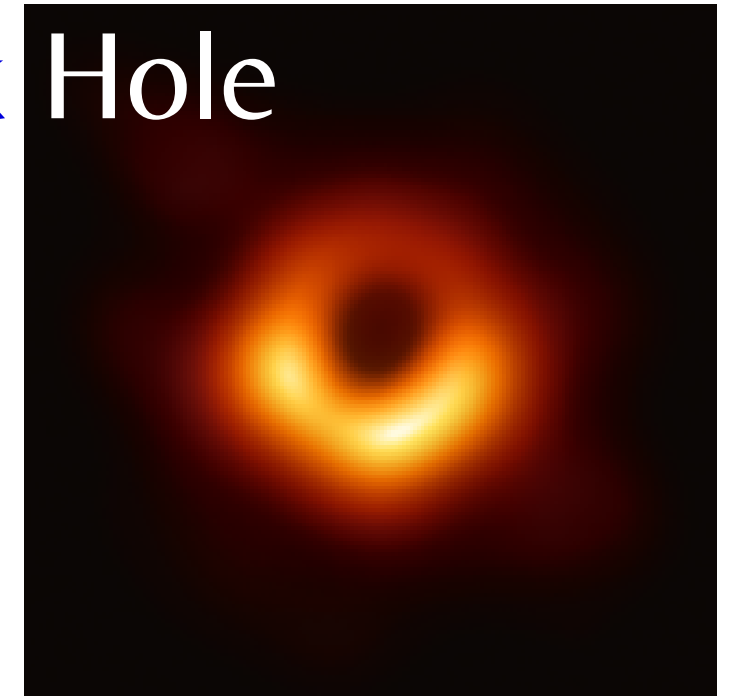


You on painkillers

Everything is fine

Blog articles:

How to Take a Photo of a Black Hole



SIX QUESTIONS YOU SHOULD ASK BEFORE TALKING ABOUT GMOs

PCR – Breaking down those three notorious letters



That's lit! The bright world of bioluminescence



BEWARE OF

THE BEES!

DINOSAUR TOYS
THROUGH THE AGES

EVOLVING WITH SCIENCE!

Who doesn't like dinosaurs? And toys have remained one of the most popular ways in which people of all ages enjoy



“ Sweet as can bee.

All eligible flower blossoms
in 8 miles proximity



Science Festival!

- great work ethic
- surprisingly fabulous hygiene
- impeccable cooking skills (especially honey)

- likes to spend time outside 🌸 🌻 🌻
- nurturing / mothering
- slightly co-dependent 🧑🏻
- fuzzy

Bee, 30 days

Brno, Czech Republic (but willing to fly in)

SUGGESTIONS/ QUESTIONS?

Anything we might try this semester?

Any communication theories/concepts
that might help our students?

