

<<Last Updated:2024/03/14>>

Course Schedule Information

Course Code	88A073
Semester	Spring and Summer Term
Day and Period	Thu3,Thu4
Course Name (Japanese)	科学と研究の効果的なコミュニケーション
Course Name	Effectively Communicating Your Science & Research
Capacity	0
Room	Cybermedia Center/PLS+d
Course Numbering Code	88INES9U105
Required/Optional	木曜3・4限 (授業時間は13:55-15:25に実施) High-flex class/ハイフレックス授業
Type of Class	Lecture Subject
Credits	2.0
Student Year	1,2,3,4,5,6
Instructor	BARRETT BRENDAN FRANCIS DOMINIC
Course of Media Class	Not Applicable

※About Course of Media Class

"Course of Media Class" are classes in which more than half of the classes are held in places other than classrooms by making advanced use of various media.

Undergraduate students can include up to 60 credits in media class course as requirements for graduation.

Even if this is not the case, we may hold classes using the media.

Detailed Syllabus Information

Course Subtitle	Science Communication
Language of the Course	English
Learning Methods	<p>Listening and watching face-to-face/online class: Listening and watching a lecture, video, or demonstration, face-to-face or via online (e.g., attending a face-to-face lecture, watching an on-demand video)</p> <p>Reading: Reading books and academic papers (e.g., summarizing an academic paper, reading information on a website)</p> <p>Discussion: Learning through question-and-answer interactions and exchanges of opinions among students and between students and the instructor (e.g., pair/group discussion, online chat, one-on-one guidance for writing an academic paper)</p> <p>Collaborative work: Working as a pair or a group (e.g., producing a poster through group work)</p> <p>Experience/practice: Learning from experience- and practice-based activities, and feedback on such activities (e.g., solving problems; laboratory work using instruments; on-campus and off-campus practical training; skills practice including sporting skills; project-based learning; internship)</p> <p>Presentation: Writing papers, making presentations, and creating works (e.g., report writing, oral/poster presentation, creation of works, portfolio development)</p>
Course Objectives	<p>This course is designed for undergraduate and graduate students (natural and social scientists) who are concerned about how best to effectively communicate their scientific knowledge and research outputs to their target audience, however defined –their peers, policymakers, journalists, and/or the public.</p> <p>Students taking the course will have the opportunity to reflect upon why it is important to creatively communicate scientific knowledge, to gain awareness on the best ways to achieve this and to understand the issues and ethical dilemmas that define the process of science communication.</p>

	<p>The course is co-taught with faculty from the School of Media and Communications at Shanghai Jaio Tong University and provides valuable insights (drawn from practical/professional experience) on the representation, framing and expression of scientific concerns across a range of media within different cultural contexts.</p>	
<p>Learning Goals</p>	<p>1</p>	<p>Develop the ability to analyze a representation of a Sustainable Development Goal or contemporary social issues in terms of underlying worldviews, values, beliefs, and practices.</p>
	<p>2</p>	<p>Use contemporary media strategies to promote a representation of a Sustainable Development Goal or contemporary social issue.</p>
	<p>3</p>	<p>Develop the capacity to demonstrate how cultural forms are used for social and political ends in relation to scientific issues.</p>
	<p>4</p>	<p>Describe and apply strategies for effective media engagement in the communication of social or political aspects of a Sustainable Development Goal or contemporary social issue.</p>
	<p>5</p>	<p>Develop a sophisticated understanding of the role of communication in science.</p>
	<p>6</p>	<p>Constructively and critically analyze popular science communication in a variety of real-world settings.</p>
<p>Requirements, Prerequisites</p>	<p>This course requires that students have good English communication skills (no need for English language test scores). Students are welcomed to take this course to improve their English skills and as such students from diverse fields of studies are encouraged to take the course.</p>	
<p>Attendance and Student Conduct Policy</p>	<p>Students are required to attend all sessions and participate in class discussions, asking questions and sharing knowledge will be assessed throughout the course. Participation accounts for 14% of the final grade. Should students be unable to attend due to special circumstances they should inform the instructor in advance.</p>	
<p>Class Plan</p>	<p>1st</p>	<p>Title:Session 1 Why be a Science Communicator? Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University) Independent Study Outside of Class : Read chapter on CLE from Baron, N. (2010) Escape from the Ivory Tower – A guide to making your science matter, Island Press, Washington.</p>
	<p>2nd</p>	<p>Title:Session 2 Workshop - How to Develop a Media Campaign Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University) Independent Study Outside of Class : Lakoff, G. 2004, Framing 101: How to Take Back Public Discourse, excerpt from Don't think of an Elephant: Know your values and frame the debate, published by Chelsea Green, Vermont, USA.</p>
	<p>3rd</p>	<p>Title:Session 3 Communicating Science via Art: Scientists need artists Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University) Independent Study Outside of Class : Read chapter on CLE from Olson, R. (2009) Don't be such a Scientist – Talking substance in an age of style, Island Press, Washington.</p>
	<p>4th</p>	<p>Title:Session 4 Communicating Science via Popular Culture - Understanding Issue Representation and Framing Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University) Independent Study Outside of Class : Read chapter on CLE from Webb, J. 2009, Understanding representation, Sage: London. Introduction: the terms of representation pp 1-18.</p>
	<p>5th</p>	<p>Title:Session 5</p>

	Communicating Science on Digital Media /Social Media
	Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University)
	Independent Study Outside of Class : Read about the challenges of social media for academics: https://blogs.lse.ac.uk/highereducation/2023/07/27/where-now-for-academics-on-social-media-post-twitter/
6th	Title:Session 6
	Communicating Science to Diverse Publics - Resonate with Your Audience
	Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University)
	Independent Study Outside of Class : Access online book from Duarte, N. (2010) Resonate: Present Visual Stories That Transform Audience, John Wiley and Sons. https://www.duarte.com/resources/guides-tools/resonate-ebook/
7th	Title:Session 7
	Student Group Work on Media/Campaign Strategy
	Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University)
	Independent Study Outside of Class : Students work on their media strategy.
8th	Title:Session 8
	Final Presentations of Media Campaign
	Instructor : Brendan F.D. Barrett (Osaka University) and Dongjing Kang (Shanghai Jaio Tong University)
	Independent Study Outside of Class : Students prepare and rehearse their media campaign strategy.
9th	Title:Session 9
	Message Box(Group work)
	Instructor : Brendan F.D. Barrett
	Independent Study Outside of Class : Read about the Message Box from Baron, N. (2010) Escape from the Ivory Tower – A guide to making your science matter, Island Press, Washington.
10th	Title:Session 10
	The Thing from the Future Game
	Instructor : Brendan F.D. Barrett
	Independent Study Outside of Class : Learn about the design of the thing from the future game: https://vimeo.com/111582424
11th	Title:Session 11
	Workshop on Pecha Kucha Presentation Development
	Instructor : Brendan F.D. Barrett
	Independent Study Outside of Class : Read chapter on CLE from Reynolds, G. (2011) Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders.
12th	Title:Session 12
	Communicating Your Research in the Media
	Instructor : Brendan F.D. Barrett
	Independent Study Outside of Class : Read chapter from Baron, N. (2010) Escape from the Ivory Tower – A guide to making your science matter, Island Press, Washington.
13th	Title:Session 13
	More than Research Game
	Instructor : Brendan F.D. Barrett
	Independent Study Outside of Class : Learn more about Pecha-kucha and review examples: https://www.pechakucha.com
14th	Title:Session 14

	Pecha Kucha Presentations Instructor : Brendan F.D. Barrett Independent Study Outside of Class : Students prepare and rehearse their Pecha Kucha Presentations.					
	15th Title:Session 15 Wrap-up and reflections Instructor : Brendan F.D. Barrett Independent Study Outside of Class : Students evaluate the course and provide feedback.					
Textbooks	Webb, J. 2009, Understanding representation, Sage: London. Introduction: the terms of representation pp 1-18. Lakoff, G. 2004, Framing 101: How to Take Back Public Discourse, excerpt from Don't think of an Elephant: Know your values and frame the debate, published by Chelsea Green, Vermont, USA. Baron, N. (2010) Escape from the Ivory Tower – A guide to making your science matter, Island Press, Washington. Duarte, N. (2010) Resonate: Present Visual Stories That Transform Audience, John Wiley and Sons. Olson, R. (2009) Don't be such a Scientist – Talking substance in an age of style, Island Press, Washington. Reynolds, G. (2011) Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders.					
Reference						
Grading Policy *Hover the mouse over the number of a learning goal to view the full text of it.	Evaluation Methods	Learning engagement	Individual Presentation	Strategy Development and Group Presentation		
	Learning Goals1	○	○	○		
	Learning Goals2	○	○	○		
	Learning Goals3			○		
	Learning Goals4			○		
	Learning Goals5	○	○	○		
	Learning Goals6	○	○	○		
Allocation of Marks	14%	36%	50%			
Additional Information on Grading	Learning engagement will be assessed through-out the course and requires completion of worksheets. Your work in discussions with the class and in groups allows the instructor to witness your approach to participation; the extent to which you suggest ideas, listen, support your colleagues and contribute.					
Reasonable Accommodation	<ul style="list-style-type: none"> If you need reasonable accommodation to participate in this class due to disability (including intractable disease and chronic condition), please contact the office for students with disabilities (e.g., Educational Affairs Section, Academic Affairs Section, Student Affairs Section) at your school/faculty or graduate school, or the Disability Advisory and Support Service Office of the Health and Counseling Center. For more information, please visit the following website or contact the Disability Advisory and Support Service Office of the Health and Counseling Center. Website : https://acs.hacc.osaka-u.ac.jp Tel : 06-6850-6107 E-mail : campuslifekenkou-ac@office.osaka-u.ac.jp 					
Special Note	The mode of delivery will be multi-modal. Students in classroom at Osaka University will connect online to a classroom at Shanghai Jiao Tong University for sessions one to eight. In addition, there will be online interaction via the Blackboard Learning Management system (CLE) and lecture materials will be available online for students to review and study after the class. Throughout the course, students will participate in small group discussion sessions to share their ideas and learn from each other.					
Office Hours	Should students wish to make an appointment with the instructor please send an email to brendan.barrett.cgin@osaka-u.ac.jp					

Course Conducted by Instructors with Practical Experience	
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Instructor(s)

Instructor Name	Name (hiragana)	Affiliation, Title, Course	Office	Extension	E-mail
Brendan F.D. Barrett	ブレンダン・F.D.・ バレット	Center for Global Initiatives, Professor	510	6132	brendan.barrett.c gin@osaka-u.ac.jp

Cautions for Students

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