

LANG 3024 Science Communication in English (Life Science)

1.Course Information:

LANG 3024 is a three-credit, one semester core course offered to third year life science students. Students attend three hours of class and complete up to six hours of out-of-class work, per week. The course is offered in Fall and Spring semesters.

LANG3024's main objective is to develop students' ability to communicate life science knowledge and controversy to a wider audience using appropriate organizational structures, vocabulary, language and style in English. A specific emphasis is put on the use of storytelling techniques, which students can transfer to their presentation and pitches in various different professional contexts and make the oral presentations of their life science ideas more dynamic, appealing and persuasive through a careful selection of ideas and choice of words.

2.Pre-requisites:

LANG 2010 or LANG 2010(H). The course is open to life science students only.

3. Aims of the course: Intended Learning Outcomes

1.Knowledge and Content Related	You can: <ul style="list-style-type: none">a. formulate a specific message related to Life Science to the public; andb. retrieve salient points made in popular science articles in the field of life science.
2. Academic Skills and Competencies	You can: <ul style="list-style-type: none">a. demonstrate knowledge of the features of various spoken and written genres in science communication;b. communicate effectively scientific concepts and knowledge in writing and oral presentations to lay audiences; andc. communicate effectively in a team through involvement in team activities.
3.Ethical Standards	You can demonstrate academic integrity in course assignments.

4.Vision and Orientation to the Future	You can: <ol style="list-style-type: none"> recognize the need to communicate courteously and appropriately in professional contexts; engage in lifelong language learning through intelligent selection and adaptation of various learning resources.
---	--

4. Course assessment

Assessment	Weighting	ILOs
Inspiring interest: a video blog	30%	1. a, b 2. a, b 3, 4a, b
TED-style talk on a Life Science controversy	30%	1. a, b 2. a, b 3, 4a, b
Op-ed article on a Life Science controversy	30%	1. a, b 2. a, b 3, 4a, b
Checkpoint tasks: satisfactory completion of in-class and out-of-class work	10%	1. a, b 2. a, b, c 4. a, b

5.Course Content

Cycle 1 Science Communication and story-telling

- Discuss the importance of science communication
- Communicate science to the public
- Discuss the role of storytelling in science communication
- Contextualize and create a twist in your story
- Identify good features of engaging pop science articles and videos for pop science blogs
- Anchor texts in in-text citations

Cycle 2 Communicating controversy in Life Science

- Describe controversies in life science

- Analyze a controversy
- Discuss a controversial life science topic through persuasion
- Explore the structure and tone of op-eds
- Analyze the choice of words in op-eds
- Identify features of TED-style talks on life science topics
- Plan a TED-style talk
- Deal with questions in the Q&A session