

## Scientific Communication (C003334)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 5.0	<b>Study time</b> 150 h	<b>Contact hrs</b>	40.0 h

### Course offerings and teaching methods in academic year 2022-2023

A (semester 1)	English	Gent	lecture	7.5 h
			integration seminar	20.0 h
			self-reliant study activities	12.5 h

### Lecturers in academic year 2022-2023

Adriaens, Dominique	WE11	lecturer-in-charge
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### Offered in the following programmes in 2022-2023

	crdts	offering
<a href="#">Master of Science in Teaching in Science and Technology (main subject Biology)</a>	5	A
<a href="#">International Master of Science in Agro- and Environmental Nematology</a>	5	A
<a href="#">Master of Science in Biology</a>	5	A

### Teaching languages

Dutch, English

### Keywords

Scientific communication, scientific reporting, media training, scientific debating, applying for jobs, science after studying.

### Position of the course

This course continues on what is given under "Academic Grant Writing" (Master 1 in Biology), with the focus in the 2nd master course going to: (1) scientific communication in a broad sense and under a broad range of formats, (2) putting into practice scientific communication under the form of a discussion panel debate, dealing with societally relevant topics; (3) communicating towards the press (press text); and (4) preparing oneself towards the job market. For the course in the Dutch master program (6 credits course), an additional focus is put onto communicating towards a pupil audience in a school framework.

### Contents

The lectures focus on: (1) different formats of scientific communication; (2) overview and preparation towards the job market for biologists (a.o. with an overview of funding sources for PhD research grants, how to write a letter of application and CV); and (3) scientific communication towards the press and the laymen in practice (lecture given by Dr. Jan Seys, responsible for science communication at the Flemish Institute of the Sea).

The practical exercises comprise: (1) active participation in a discussion panel debate, dealing with societally relevant topics linked to biology (and other scientific disciplines), with preparatory work towards specific subtopics; (2) writing of a press text (max. 60 words) and a tweet dealing with the topic of the master thesis; and (3) making of an application letter with curriculum vitae based on an existing job vacancy.

The teaching activities are followed by an info session on "Biologists on the job market", where alumni biologists are invited to talk to and discuss with students their experience with job hunting and working.

Students that follow the Dutch Master in Biology and Dutch Master in Biochemistry and

Biotechnology take up this course with 6 instead of 5 credits. The extra credit involves an additional assignment, targeting particular skills in communication in Dutch towards specific target groups (e.g. young students), and this linked to particular professional communication skills that match up with the minor Economy and Business Management, and the minor Education.

### **Initial competences**

Learning outcomes achieved as part of the bachelor degree.

### **Final competences**

- 1 Students have a good overview of the different funding sources that are available for continuing scientific research (e.g. PhD grants), as well as the possibilities for biologists on the job market.
- 2 Students are informed about job opportunities and aspects related to the job market for biologists.
- 3 Students know and have experience in writing a job application letter and a CV, and know how to match that with a particular job vacancy.
- 4 Students can communicate orally (with written preparation) personal statements in a scientific manner and defend them during a debate.
- 5 Students can frame a biological topic within a broader scientific, but also societal and socio-economic context, using literature from the different domains.
- 6 Students know what communication format to use to address a broader audience, and are aware of different communication formats (their strengths and weaknesses).
- 7 Students can communicate scientific research to a broader audience by means of a press release (of their master thesis topic).

### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Lecture, integration seminar, self-reliant study activities

### **Extra information on the teaching methods**

This course comprises lectures (4 in total), as well as integrative seminars (panel discussion in debate format) and autonomous assignments (writing a press text, a CV and an application letter).

### **Learning materials and price**

Cost: 5.0 EUR (copies of lecture slides and costs for working out the assignments)

### **References**

Linkedin network for UGent Biology alumni: [https://www.linkedin.com/groups?home=&gid=7493369&trk=anet\\_ug\\_hm](https://www.linkedin.com/groups?home=&gid=7493369&trk=anet_ug_hm)

### **Course content-related study coaching**

Personal support (electronic or after making an appointment).

### **Evaluation methods**

end-of-term evaluation and continuous assessment

### **Examination methods in case of periodic evaluation during the first examination period**

Written examination with open questions

### **Examination methods in case of periodic evaluation during the second examination period**

Written examination with open questions

### **Examination methods in case of permanent evaluation**

Participation, simulation

### **Possibilities of retake in case of permanent evaluation**

examination during the second examination period is not possible

### **Extra information on the examination methods**

The evaluation involves a non-periodic evaluation (the debate), and a periodic evaluation (press text, CV and application letter).

### **Calculation of the examination mark**

The final score of the course has a 1/4 weight of the periodic evaluation and 3/4 of the non-periodic evaluation. The individual items included in the total score are: written statement (panel discussion), oral statement (panel discussion), participation to the discussion (panel discussion), press text and titles, tweet, letter of motivation and CV.

*Students who are legitimately absent on their integration seminar (debate) need to make up the relevant exercises at a different time. Unjustified absence gives rise to a total maximum score (theory + practical exercises) of 9/20, irrespective of the score for the theoretical part.*