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# Testi del Syllabus

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Resp. Did.	<b>RAMANI DONATO</b>	<b>Matricola: 032630</b>
Docente	<b>RAMANI DONATO, 3 CFU</b>	
Anno offerta:	<b>2023/2024</b>	
Insegnamento:	<b>980SV - COMUNICAZIONE SCIENTIFICA IN LINGUA INGLESE</b>	
Corso di studio:	<b>SM53 - GENOMICA FUNZIONALE</b>	
Anno regolamento:	<b>2023</b>	
CFU:	<b>3</b>	
Settore:	<b>L-LIN/12</b>	
Tipo Attività:	<b>D - A scelta dello studente</b>	
Anno corso:	<b>1</b>	
Periodo:	<b>Primo Semestre</b>	
Sede:	<b>TRIESTE</b>	

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## Testi in italiano

<b>Lingua insegnamento</b>	English
<b>Contenuti (Dipl.Sup.)</b>	<p>The course is divided into 7 topics that will be addressed in one or two lessons:</p> <ol style="list-style-type: none"><li><b>1. Introduction to science communication</b> In the first lesson, the theoretical pillars of science communication will be introduced. Several examples about the most innovative initiatives in this area will be provided. The rules of thumb of science communication will be addressed and discussed. Practical activities will be included in the lesson.</li><li><b>2. Organizing an effective presentation</b> From slides' organization and content selection to posture, gesture and oratory principles, the lecture will address the most important aspects to bear in mind to manage an effective talk. Practical activities will be included.</li><li><b>3. Writing for the media.</b> In the lecture, we will address issues related to writing articles for lay audience in terms of format, lexicon to use and to avoid, structures, style and approach to adopt on the different type of media (press, radio, online etc.). Practical activities will be included.</li><li><b>4. Talking with the media. The interview</b> How to get prepared for interview? Which are the main points to keep in mind when you are in front of a mike? How to organize the contents in an effective way? These are just some of the questions we are going to answer in this part of the course. Practical activities will be included.</li><li><b>5. Social media for scientists.</b> Managing social media for professional purposes is neither easy nor fast. Tricks, pieces of advice and rules of thumbs to know to manage a social</li></ol>

network profile dedicated to science communication. Practical activities will be included.

#### 6. Organizing a public event

In this part, different types of public events will be presented together with the basic rules to keep in mind in events' organization and management. Practical activities will be included.

#### 7. Get ready for an academic job interview

The good answers to give and the questions to expect will be asked: how to manage this potentially critical situation. Practical activities will be included.

### Testi di riferimento

Handbook of Public Communication of Science and Technology, by M. Bucchi and B. Trench, Routledge International Handbooks, 2008  
Supporting material. Through the Moodle platform, students can access the slides of the lectures and other teaching material including scientific articles and reviews

### Obiettivi formativi

In keeping with the Dublin Descriptors for Master's awards, the aim of Course is to offer the students the opportunity to show that:

-They have acquired the main concepts of science communication, with a focus on audience analysis and communication goals.

- They have understood the mass media logics and acquired oral and written tools to use for an effective interaction with journalists

-They have understood the principles of the different science communication tools, from oral presentation and lay article writing to public events and social media.

#### D1. Knowledge and understanding

The course includes practical activities organized to give the students the opportunity to verify their learning and test communicative tools.

D2. Students will acquire a range of practical skills useful for dealing with different communication contexts, adapting formats and content according to the target audience.

#### D3. Autonomy of judgement

The structure of the course is based on a continuous exchange of ideas between the teacher and the students. The development of critical thinking, which is indispensable for analyzing the different communicative experiences and forms of communication, will be warmly and continuously encouraged.

For this reason, even though not mandatory, the attendance is warmly encouraged and considered an important part of the training.

#### D4. Communication skills

The course aims to provide science communication's theoretical and practical tools. These tools can help the students to understand its intriguing dynamics and evolution. At the end of the course, the participants will be able to communicate in a more informed and effective way with different audiences.

#### D5. Learning ability

The course tests the students' learning through practical group and individual activities and promote the deepening thanks to bibliography and links.

### Prerequisiti

Students should have basic knowledge of the mechanisms that rule scientific knowledge production, in academic environment and more.

### Metodi didattici

Frontal lectures and seminars with invited experts, group discussion, group or individual exercises.

### Altre informazioni

Students will have access to the slides of the lectures through the University's platform, together with other teaching material including scientific articles, reviews, websites and tests.

Students who cannot attend the lessons will still have to turn in all the exercises assigned as homework, which are an integral part of learning. Turning in the exercises is mandatory to take the exam.

## Modalità di verifica dell'apprendimento

The final mark will be based on the exercises done during the course, which will contribute for the 60%, and a final written exam about all the topics addressed in the course, which will contribute for the 40%. The written test will last 2 hours and will consist of 3 open questions. During the course, proper indications about the exam will be provided. Any changes to these indications, which may become necessary to ensure the application of safety protocols related to the COVID19 emergency, will be communicated on the Department's and Degree Course websites and Lecture course Moodle page.

## Programma esteso

Introduction to science communication

Some theoretical frameworks will be provided together with some examples that can illustrate trends and approaches in science communication. At the same time, the general basic rules of communication will be illustrated and discussed.

Organizing an effective presentation

Analysis of the key elements for the delivery of an effective presentation: the lecture will address the selection of contents and construction of the script, the coherent and effective organization of the slides and, to finish, some tips for an effective performance.

Writing for the media

Introduction to the media logics, from the concept of newsworthiness to the role of the press office, focusing on the key features of a short news and a press release. Testi in inglese English Obiettivi per lo sviluppo sostenibile Codice Descrizione

Talking to the media. The interview

Analysis of the aims, characteristics, and criticalities of the different types of interviews - for printed publications, podcasts, radio or TV stations - through the analysis of specific examples.

Social media for scientists.

Overview of the main social media used by researchers. Analysis of the characteristics, benefits, and challenges given to researchers to boost their career and/or disseminate science.

Organizing a public event

Overview of the biggest local, national and international science events. Analysis of the different formats and targets. Introduction of the key phases of event organization, from creation to evaluation.

Getting ready for an academic job interview

Presentation of the typical topics addressed during an academic job interview through the analysis of the typical questions and the most effective ways to reply.

## Obiettivi per lo sviluppo sostenibile

Codice	Descrizione
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## Testi in inglese

	English
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bear in mind to manage an effective talk. Practical activities will be included.

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In the lecture, we will address issues related to writing articles for lay audience in terms of format, lexicon to use and to avoid, structures, style and approach to adopt on the different type of media (press, radio, online etc.). Practical activities will be included.

### 4. Talking with the media. The interview

How to get prepared for interview? Which are the main points to keep in mind when you are in front of a mike? How to organize the contents in an effective way? These are just some of the questions we are going to answer in this part of the course. Practical activities will be included.

### 5. Social media for scientists.

Managing social media for professional purposes is neither easy nor fast. Tricks, pieces of advice and rules of thumbs to know to manage a social network profile dedicated to science communication. Practical activities will be included.

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In this part, different types of public events will be presented together with the basic rules to keep in mind in events' organization and management. Practical activities will be included.

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The course tests the students' learning through practical group and individual activities and promote the deepening thanks to bibliography and links.

	Students should have basic knowledge of the mechanisms that rule scientific knowledge production, in academic environment and more.
	Frontal lectures and seminars with invited experts, group discussion, group or individual exercises.
	Students will have access to the slides of the lectures through the University's platform, together with other teaching material including scientific articles, reviews, websites and tests. Students who cannot attend the lessons will still have to turn in all the exercises assigned as homework, which are an integral part of learning. Turning in the exercises is mandatory to take the exam.
	The final mark will be based on the exercises done during the course, which will contribute for the 60%, and a final written exam about all the topics addressed in the course, which will contribute for the 40%. The written test will last 2 hours and will consist of 3 open questions. During the course, proper indications about the exam will be provided. Any changes to these indications, which may become necessary to ensure the application of safety protocols related to the COVID19 emergency, will be communicated on the Department's and Degree Course websites and Lecture course Moodle page.
	<p>Introduction to science communication</p> <p>Some theoretical frameworks will be provided together with some examples that can illustrates trends and approaches in science communication. At the same time, the general basic rules of communication will be illustrated and discussed.</p> <p>Organizing an effective presentation</p> <p>Analysis of the key elements for the delivery of an effective presentation: the lecture will address the selection of contents and construction of the script, the coherent and effective organization of the slides and, to finish, some tips for an effective performance.</p> <p>Writing for the media</p> <p>Introduction to the media logics, from the concept of newsworthiness to the role of the press office, focusing on the key features of a short news and a press release. Testi in inglese English Obiettivi per lo sviluppo sostenibile Codice Descrizione</p> <p>Talking to the media. The interview</p> <p>Analysis of the aims, characteristics, and criticalities of the different types of interviews - for printed publications, podcasts, radio or TV stations - through the analysis of specific examples.</p> <p>Social media for scientists.</p> <p>Overview of the main social media used by researchers. Analysis of the characteristics, benefits, and challenges given to researchers to boost their career and/or disseminate science.</p> <p>Organizing a public event</p> <p>Overview of the biggest local, national and international science events. Analysis of the different formats and targets. Introduction of the key phases of event organization, from creation to evaluation.</p> <p>Getting ready for an academic job interview</p> <p>Presentation of the typical topics addressed during an academic job interview through the analysis of the typical questions and the most effective ways to reply.</p>

## Obiettivi per lo sviluppo sostenibile

Codice	Descrizione
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