Science Communication for STEM Professionals (ChE 594)

Instructor: Doug Bradley
UCSB Writing Program

Course description
Science communication focuses on enhancing the delivery, understanding, retention, and engagement of scientific information for various target audiences, particularly the general public. This course provides students within the scientific, engineering, technological and mathematical (STEM) disciplines a foundation in science communication practices that explain, persuade, describe, and entertain. Coursework focuses on composition, public speaking, graphics designs and numeric representations for creating effective written works, talks, podcasts, blogs, videos, press releases, policy briefs, posters, and reports about scientific topics. Students will learn how to craft scientific stories that are accurate, realistic and compelling.

Prerequisite: Graduate Student Standing

Enrollment Information
Enrollment Code: 04705
Instructor Number: 44
Units: 4.0
Grading Option: S/U
Class Schedule: TR 2:00-3:15pm
Location: Engr2, 3301
Enrollment is limited to 24 students