

Spring 2019 SES 494/598 Science Communication Thursdays 3:00-5:30 PM ISTB4-296 (TEAL room)
Instructor: Dr. Christy Till Email: Christy.till@asu.edu Phone: 480-727-2828 Office: ISTB4-569 Office Hours: Wednesdays 11 AM - 12 PM

Course catalog description: "Communication is not something you add on to science; it is the essence of science" - Alan Alda. Accordingly, this course will focus on improving the skills necessary to communicate scientific concepts and scientific results to a variety of audiences including scientists in your discipline (50% of course), as well as the general public (~50% of course). Students will generate a portfolio of communication products throughout the semester as we discuss quality scientific writing (including papers, proposals), techniques for giving excellent talks, effective figures and visuals, writing blogs, generating short outreach videos, and using social media for science communication.

Pre-requisite: All enrolled students a research experiences to use as a topic for your communication portfolio products. Upper level undergraduates with research or internship experiences are welcome.

Learning Objectives

After you have successfully completed this course, you should be able to do *all* of the following:

- Develop a short scientific research proposal
- Be aware of the key elements of a well-constructed scientific research paper
- Construct and deliver a convincing and engaging 12 min. scientific talk using Microsoft Power Point or Mac Keynote
- Recognize and develop a 'message box' for communicating a research topic
- Write & deliver an elevator pitch on your research
- Describe the main structure and role of tone in a constructive peer review of a proposal, article and talk
- Write an effective general audience press release on your research
- Be aware of and demonstrate best practices in radio and tv interviews on scientific concepts for general audiences
- Be aware of and illustrate non-traditional forms of science communication

Grading Policies and Percentages

Your course grade will be based on the following assignments, as well as you overall participation in the class:

NSF Proposal	15%
Paper Introduction	15%
Science Talk	15%
Press Release	10%
General Audience Project	30%
Class Participation (Attendance, Elevator Pitches etc.)	15%

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the [University Policy for Student Appeal Procedures on Grades](#).

Textbook

There is no required textbook for this course, however, readings and resources will be provided throughout the semester for a deeper understanding of some of the topics to be covered. Required readings will be posted in a timely manner on Blackboard and announced in class. Should you wish to purchase any of the texts the course will include readings from, you can find listed in the associated "Science Communication Bibliography" on Blackboard.

Student Conduct and Academic Integrity

Academic honesty is expected of all students in all examinations, papers, laboratory work, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade of XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity>. Additionally, required behavior standards are listed in the [Student Code of Conduct and Student Disciplinary Procedures](#), [Computer, Internet, and Electronic Communications policy](#), and outlined by the [Office of Student Rights & Responsibilities](#). Anyone in violation of these policies is subject to sanctions. [Students are entitled to receive instruction free from interference](#) by other members of the class. An instructor may withdraw a student from the course when the student's behavior disrupts the educational process per [Instructor Withdrawal of a Student for Disruptive Classroom Behavior](#). Appropriate online behavior (also known as *netiquette*) is defined by the instructor and includes keeping course discussion posts focused on the assigned topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board posts may be deleted by the instructor.

The Office of Student Rights and Responsibilities accepts [incident reports](#) from students, faculty, staff, or other persons who believe that a student or a student organization may have violated the Student Code of Conduct.

Disability Accommodation

Qualified students with disabilities who will require disability accommodations in this class will need to make their requests to me at the beginning of the semester either during office hours or by appointment. **Note:** Prior to receiving disability accommodations, verification of eligibility from the Disability Resource Center (DRC) is required. Disability information is confidential.

Establishing Eligibility for Disability Accommodations

Students who feel they will need disability accommodations in this class but have not registered with the Disability Resource Center (DRC) should contact DRC immediately. Their office is located on the first floor of the Matthews Center Building. DRC staff can also be reached at: 480-965-1234 (V), 480-965-9000 (TTY). For additional information, visit: www.asu.edu/studentaffairs/ed/drc. Their hours are 8:00 AM to 5:00 PM, Monday through Friday.

Tardiness & Absences

Tardiness is discouraged since it disrupts class. Credit is automatically lost for non-emergency, unexcused absences, homework assignments, or absences that occur without prior notification of the

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instructor. If you know you will be missing a class, notify me as soon as you are aware so we can make a plan regarding completing the work and gathering the missed materials.

Class Disruption

Class disruptions are defined as activities that distract the instructor or other students from the course content. Disruptive students will be asked to leave the class. Repeat offenders may be dropped from the course.

Audio/Visual Recording

Neither audio nor video recording will be permitted except under special circumstances prescribed by the ASU Disability Resource Center (DRC). Professor consent is required before using the camera in your phone to record pictures or video.

Copyright Information

All the content in this course, including lectures, are copyrighted materials. Students may not share outside the class, upload, sell or distribute course content or notes taken during the conduct of the course (see ACD 304-06). Students may not upload to any course shell, discussion board or website used by the course instructor or other course forum, material that is not the student's original work, unless the student first complies with all applicable copyright laws. The instructor reserves the right to delete materials on the grounds of suspected copyright infringement (see ACD 304-10).

Prohibition of Commercial Note Taking Services

In accordance with [ACD 304-06 Commercial Note Taking Services](#), written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the notetaker's name as well as the instructor's name, the course number, and the date.

Course Evaluation

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Syllabus Disclaimer

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Please remember to check your ASU email and the course site often.

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act as amended (ADAAA) of 2008, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

[Qualified students with disabilities may be eligible to receive academic support services and accommodations.](#) Eligibility is based on qualifying disability documentation and assessment of individual need. Students who believe they have a current and essential need for disability accommodations are [responsible for requesting accommodations and providing qualifying](#)

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[documentation](#) to the DRC. Every effort is made to provide reasonable accommodations for qualified students with disabilities.

Qualified students who wish to request an accommodation for a disability should contact the DRC by going to <https://eoss.asu.edu/drc>, calling (480) 965-1234 or emailing DRC@asu.edu. To speak with a specific office, please use the following information:

ASU Online and Downtown Phoenix Campus

University Center Building, Suite 160
602-496-4321 (Voice)

Polytechnic Campus

480-727-1165 (Voice)

West Campus

University Center Building (UCB), Room 130
602-543-8145 (Voice)

Tempe Campus

480-965-1234 (Voice)

Title IX

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish discuss any concerns confidentially and privately.