

## ESM 557/ESR 657

### Selling your Science: Engaging diverse audiences across various media Spring 2021

Class Meeting Time: Thursday 10 am – 11 pm

Zoom link: <https://pdx.zoom.us/j/87202360906>

Instructor:

Brian Turner, Ph.D.

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Office Hours: Fridays 1:00 pm - 3:00 pm

Zoom Office Link: <https://pdx.zoom.us/j/7150186491>

#### **Description:**

This course is designed to help student scientists identify the lens through which they and others view their field of study. It is envisioned that with this perspective-taking, students will be able to effectively communicate their research and management ideas to a broader audience.

Topics covered include learning about different lenses through which scientists and others view science, consideration of our own biases around science, challenges and tools for communicating across audiences, and effective approaches to engaging in science and management processes that involve diverse stakeholders.

Students will attend a series of guest lectures covering topics related to communicating with the public, considering the wide range of perspectives in the world, and using various formats to present science.

#### ***Student Responsibilities***

As a student in this course, you are expected to challenge yourself, to participate actively in your education, and to search both inside and outside of the 'classroom' for answers to your questions. You are expected to be an involved and courteous participant in the classroom. You are expected to read assigned materials and join class **prepared to listen and to discuss ideas** with your classmates and colleagues. I encourage you to find additional materials, research other approaches, and share them with the class. Most importantly, you are expected to leave this course with new ideas and with a foundation that will enable you to continue exploring approaches to effectively communicate your science throughout your professional life.

#### ***Grading Scale:*** Pass or Fail

This is a single credit, Pass/Fail seminar course. To achieve a passing grade, students are expected to, attend and actively participate in all sessions, actively discuss material presented both in class and via D2L, and complete all assignments including creation of messaging materials, weekly reflections, and a final reflection. Failure to attend classes and/or participate in an active and meaningful way will result in a Fail grade.

**Course Schedule:**

Please note this schedule is subject to change. Any alterations will be announced via D21 and email.

<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Lecturers and <i>Lecture Topic</i></u></b>
<b>1</b>	4/1	Brian Turner <i>Course Introduction and General Public Communication</i>
<b>2</b>	4/8	Robyn Draheim <i>Communicating informally with the public and the pitfalls of language</i>
<b>3</b>	4/15	Ed Jahn <i>Communicating with the Media</i>
<b>4</b>	4/22	Mark Middleton & Todd Werkhoven <i>Science Podcasting</i>
<b>5</b>	4/29	<i>TBD</i>
<b>6</b>	5/6	Jennifer Powers & Sean Rooney <i>Science in the Social Media</i>
<b>7</b>	5/13	<i>TBD</i>
<b>8</b>	5/20	Jennifer Powers & Sean Rooney <i>Virtual Demos and Science Communication</i>
<b>9</b>	5/27	<i>TBD</i>
<b>10</b>	6/3	<i>TBD</i>
<b>Finals</b>	6/8	<i>Final Reflection due</i>

**Scheduled Presenters with no confirmed date:**

- Dan Waldeck  
*Presenting Management and Regulatory Policies to the Public*
- Jes Burns  
*Using Video to Present Science*

**Message Box:**

During our first meeting we will be reviewing general science communication concepts and refining our message box content (a concept introduced in previous terms). The message box will need to be completed and submitted by the end of Week1 (Sunday 4/4), though most will likely complete it during class time.

**Reflections:**

Reflections will be created in Weeks 2-10. They should be ~250 words and submitted as an Assignment in D2L. The Final Perspectives Reflection should be a ~400-500-word statement on how you will incorporate the content learned in this course into your project/thesis/dissertation and career work (submitted as an Assignment in D2L).