

SIO 180 and 292: Communicating Science to Informal Audiences Winter 2014

Instructor: Professor Haymet, SIO [Center for Coastal Studies](#), top floor (building 8650)
Teaching Assistant: none
Course e-mail: email from inside course website
Course Website: <http://ted.ucsd.edu> (Please check the website often)

Course Meetings: Wednesdays noon – 3:50 pm
Office Hours: Wednesdays 11am – noon Also available after class or by email.
Text Book: Required: none
Recommended: *A PhD Is Not Enough! A Guide to Survival in Science*, Basic Books; Second Edition, Peter J. Feibelman ISBN: 0465022227

Readings: Articles posted on ted.ucsd.edu course website

Objectives: The objective of this course is to explore modern methods of communicating science to a variety of audiences who are not necessarily science specialists.

Course grade:

Course Assignments (including writing) (90%); course attendance, participation & presentations (10%). Note that attendance and class participation is important. There is no final exam nor mid-term.

Course Outline

We will start by discussing circumstances and audiences for which the “Op-Ed” piece in a newspaper may be effective. We will move on to discuss communication to Government; communication by social media and [Youtube](#), TED type talks, rebranding, etc.

Important dates in this Course

Week 0: before the first class on January 8, read the two sample Op-Ed pieces on the course website.

Week 3: noon January 22, 2014, first writing assignment, due (no late assignments accepted)

More important dates to be announced

First Assignment Details

700 words maximum, in the style of a newspaper “Op-Ed” (Opinion Editorial, see www.theopedproject.org) on a topic in Environmental Science relevant to this course, approved by the Lecturer. Be aware we may have the opportunity to read or listen to what we all write.

Submitted though UCSD ted.ucsd.edu course website, “Turnitin”[®] assignment, in English. Assignment to be formatted with 1 inch margins all around, 12 point, “Times Roman” or “Calibri” or similar font.