

# SIO 180 and 292: Communicating Science to Informal Audiences Winter 2015

**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 – 2:50 pm; discussion 3:00- 3:50pm  
**Office Hours:** Wednesdays after class. Also available before class 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](http://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 by PowerPoint talk, posters, “post Al Gore” documentaries, and then by social media, such as [Youtube](#). We will discuss marketing and rebranding in science. We will conclude with discussion of communicating with potential philanthropic donors and then elected representatives in Government.

## Important dates in this Course

Week 1: please read the sample Op-Ed pieces on the course website.

Week 3: noon January 21, 2015, first writing assignment, due (no late assignments accepted)

More important dates to be announced

## First Homework Details

700 words maximum, in the style of a newspaper “Op-Ed” (Opinion Editorial, see [www.theopedproject.org](http://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 through UCSD [ted.ucsd.edu](http://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.

## **SIO 180 & 292**

### Second Assignment

Contribute a Youtube videos (or similar) that you like, preferably about 90 seconds long, and explain why you like it, why it succeeds succeed.

### Third Assignment

Re-write your biography suitable to advertise a talk you are giving to a large local general audience, e.g. a large Rotary Club in San Diego.

### Fourth Assignment

Marketing in Science – complete the worksheet handed out in class

### Fifth Assignment

Submit via “Turnitin” ® a 600 word review of one of the new gen environmental movies we discussed, for example “Switch”, “Pandora’s Promise”, or “Blackfish”.

### Sixth Assignment

Using “new media”: Take a photograph around the Scripps campus and use it as part of your social media communications strategy on Instagram or similar.

### Seventh Assignment

Write a short letter to your congressperson about an issue you care about, and explain clearly and convincingly what you want the congressperson (or senior staff) to do next.