

SIOG 269. Communicating Environmental Science

Dr. Julia Diaz

Fall 2021

Tu/Th 3:30 – 4:50

Hubbs 4500

Overview:

In this course, students will gain essential skills and experience for communication with scientific and general audiences. The course will include a combination of traditional lecture and laboratory-style instruction, involving in-class writing assignments, activities, and discussion. The philosophy of this course will be founded in the science of science communication. It will draw on evidence-based communication strategies available in the peer-reviewed scientific literature, and select papers will be chosen as required reading. The class will culminate in a final, whole-class collaborative writing project. At the end of the course, students will have the opportunity to publish this collaborative piece in the Scripps Oceanography newsletter, *Explorations Now*.

Topics and schedule:

Unit 1: Scientific audiences		
<i>Date</i>	<i>Topic</i>	<i>Readings</i>
Th Sep 23	Lecture 1: Science writing, part 1	
Tu Sep 28	<i>Lab 1: Anatomy of a scientific abstract</i>	
Th Sep 30	Lecture 2: Science writing, part 2	Freeling et al. 2019 PNAS Letchford et al. 2015 RSOS
Tu Oct 05	<i>Lab 2: Write an original abstract</i>	
Th Oct 07	Lecture 3: Science writing, part 3	
Tu Oct 12	<i>Lab 3: Drafting a full paper</i>	Mensh and Kording 2017 PLoS Comp. Biol.
Th Oct 14	Lecture 4: Scientific presentations	
Tu Oct 19	<i>Lab 4: Scientific presentations</i>	
Unit 2: General audiences		
<i>Date</i>	<i>Topic</i>	<i>Readings</i>
Th Oct 21	Lecture 5: Strategies for communication with general audiences	"Reframing climate change" Geiger et al. 2017 JEP
Tu Oct 26	<i>Lab 5: Build your own strategic framing model</i>	
Th Oct 28	Lecture 6: Media outreach (Lauren Wood)	
Tu Nov 2	<i>Lab 6: Media outreach</i>	
Th Nov 4	Lecture 7: Op-eds (Rob Monroe)	Zouplis 2019 NYT op-ed
Tu Nov 9	<i>Lab 7: Op-eds</i>	
Th Nov 11	No class – Veterans Day	
Tu Nov 16	Lecture 8: Social media (Chase Martin and Brittany Hook)	
Th Nov 18	<i>Lab 8: Social media</i>	

Final Project Collaboration		
<i>Date</i>	<i>Topic</i>	<i>Readings</i>
Tu Nov 23	Final project collaboration	
Th Nov 25	No class - Thanksgiving	
Tu Nov 30	Final project collaboration	
Th Dec 2	Final project collaboration: deadline to submit by midnight on final exam date	

Final exam date: Monday, Dec 6

Instead of a final exam, the collaborative project will be due at midnight on the final exam date.

Class website: <http://canvas.ucsd.edu/> (syllabus, lectures, assigned papers, lab assignments, etc.)

CONTACT INFORMATION

Dr. Julia Diaz
 Email: j2diaz@ucsd.edu
 Virtual Office Hours: *by appointment*
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Grading

Class participation	10%
Written reflections on assigned readings	20%
Lab reports	30%
Collaborative class project	40%

*Grading will be on a letter grade basis

Masking policy: All campus members and visitors should have a mask with them at all times while on campus. Every student must be masked while indoors. No eating or drinking is allowed in class. Students should step outside the classroom to hydrate, if needed. The campus recommends the use of N-95 and KN-95 masks. A face covering/face mask DOES NOT include a scarf, ski mask, balaclava, bandana, gaiter, turtleneck, collar, plastic face shield, or single layer of fabric. Read more about COVID-19 campus safety (<https://returntolearn.ucsd.edu/return-to-campus/safety-requirements/index.html>).

Vaccine mandate: University policy requires, with few exceptions, that all students, faculty and staff be vaccinated against the COVID-19 virus before they will be allowed on campus. Individuals are required to show proof of vaccination to the University. Compliance with the mandate requires individuals to be fully vaccinated (two weeks after final dose) or have a medical exemption, a religious exception, a disability exception or a deferral. Read more about the vaccine mandate online (<https://returntolearn.ucsd.edu/vaccine-mandate/overview/index.html>).

Note: Details of the syllabus are subject to change at the discretion of the instructor.