

 シラバス参照

[Japanese](#)

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Course Schedule Information

Course Code/時間割コード	3B1309
Semester/開講区分(開講学期)	Spring Term
Day and Period/曜日・時間	Thu4,Thu5
Course Name (Japanese)/開講科目名	特別講義 (Effectively Communicating Your Science & Research)
Room/教室	
Course Name/開講科目名(英)	Special Lecture: Effectively Communicating Your Science & Research
Capacity/定員	40
Course Numbering Code/ナンバリング	36CDES5U200
Credits/単位数	2.0
Student Year/年次	1,2,3,4,5,6
Instructor/担当教員	BARRETT BRENDAN FRANCIS DOMINIC,Mitsuru KUDO

Basic Syllabus Information

Eligibility/履修対象	Graduate school students, undergraduate students
Schedule/開講時期	Spring Term
Room/講義室	This course will be delivered via Zoom video conferencing.

[List of Instructor\(s\)](#)

Detailed Syllabus Information

Course Name/講義題目	Special Lecture: Effectively Communicating Your Science & Research
Language of the Course/開講言語	English
Type of Class/授業形態	Lecture Subject
Course Objective/授業の目的と概要	This course is designed for students who are concerned about how best to effectively communicate their scientific knowledge and research outputs to their target audience. The course provides valuable insights and develops competencies around representation, issue framing and the expression of scientific concerns. Applying knowledge developed through this course, students will experiment with the design of media communication strategies.
Learning Goals/学習目標	At the end of this course students will be able to: <ul style="list-style-type: none"> Speak in an engaging way about their science and why it matters, in terms non-scientists can understand (communication and expression). Describe and apply strategies for effective media engagement in the communication of their research (communication and literacy). Constructively and critically analyze popular

Requirement / Prerequisite / 履修条件・受講条件

science communication in a variety of real-world settings (collaboration).

None

Session 1: Course Introduction: Why be a Science Communicator?

Session 2: Thing from the Future Game

Session 3: Understanding Issue Representation and Framing

Session 4: Resonate with Your Audience

Session 5 & 6: Peer collaboration (group work), Review and Feedback

Session 7: Pecha-Kucha Presentations

Session 8: More than Research Game

Session 9: Scientists Need Artists

Session 10: Development of a Media Campaign

Session 11: How to Develop a Media Strategy

Session 12, 13 & 14: Students work on Media Strategy (group work)

Session 15: Seeing is believing – Harnessing the power of Audio-visual messaging.

Session 16: Students present Media Strategy.

Wrap-up/Feedback

Class Plan / 授業計画

Students will develop pecha-kucha style presentations. The final assignment will involve the development and presentation of a media strategy on a scientific issue/topic.

Independent Study Outside of Class / 授業外における学習

Baron, N. (2010) *Escape from the Ivory Tower – A guide to making your science matter*, Island Press, Washington.

Duarte, N. (2010) *Resonate: Present Visual Stories That Transform Audience*, John Wiley and Sons.

Olson, R. (2009) *Don't be such a Scientist – Talking substance in an age of style*, Island Press, Washington.

Reynolds, G. (2011) *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, New Riders.

Webb, J. 2009, *Understanding representation*, Sage: London. Introduction: the terms of representation pp 1-18.

Textbooks / 教科書・教材

Lakoff, G. 2004, *Framing 101: How to Take Back Public Discourse*, excerpt from *Don't think of an Elephant: Know your values and frame the debate*, published by Chelsea Green, Vermont, USA.

Reference / 参考文献

Participation and Engagement in Class: 20%

Pecha-Kucha Presentation: 30%

Media Strategy and Group Presentation: 50%

Grading Policy / 成績評価

Assignments will involve reading, listening to or reviewing relevant sources before class, strategy development and presenting.

Other Remarks / コメント

If special consideration regarding the taking of this course is necessary due to reasons such as a disability, please consult in advance with the academic affairs related contact point for the department belonged to (such as the school affairs section or graduate school affairs section) or else with Trans-disciplinary Education Division of Purser Department in the Center for Education in Liberal Arts and Sciences. In addition, please inform the teacher responsible for the class at an early stage, such as at the first class.

Special Note / 特記事項**Office Hour / オフィスアワー**

Keywords/キーワード

Research communication, creative presentation, communication design

This course forms part of the Virtual Student Exchange activities of Osaka University. This means that students from the United Nations University (based in Tokyo) and from universities in two major networks (APRU and AEARU) will participate in the course. This is a great opportunity for Osaka University students to interact with a group from around the world.

Messages to Prospective Students/受講生へのメッセージ**Instructor(s)**

Instructor Name/教員氏名	Name (hiragana)/ふりがな	Affiliation, Title, Course/所属・職名・講座名	Office/居室	Extension/内線	Fax/FAX	E-mail/e-mail
Brendan F.D. Barrett	バレット ブレンドン	特任教授 大阪大学 COデザインセンター		8321		brendan.barrett@cscd.osaka-u.ac.jp
Mitsuru Kudo	くど みつる	大阪大学 COデザインセンター				mkudo@cscd.osaka-u.ac.jp

Cautions for Students