

<<Last Updated:2022/03/02>>

Course Schedule Information

Course Code	88A073
Semester	Spring Term
Day and Period	Thu, 7:00-8:00
Course Name (Japanese)	国際交流特別講義 3 (Effectively Communicating Your Science & Research)
Room	
Course Name	International Exchange Special Lecture 3 (Effectively Communicating Your Science & Research)
Capacity	0
Course Numbering Code	88INES9U105
Required/Optional	
Credits	2.0
Student Year	1,2,3,4,5,6
Field	
Instructor	BARRETT BRENDAN FRANCIS DOMINIC
Course of Media Class	Applicable (Undergraduate students can include up to 60 credits in media class course as requirements for graduation.)

※About Course of Media Class

"Course of Media Class" are classes in which more than half of the classes are held in places other than classrooms by making advanced use of various media.

Undergraduate students can include up to 60 credits in media class course as requirements for graduation. Even if this is not the case, we may hold classes using the media.

Detailed Syllabus Information

Course Subtitle	Special Lecture: Effectively Communicating Your Science & Research
Language of the Course	English
Type of Class	Lecture Subject
Course Objective	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	At the end of this course students will be able to: 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 science communication in a variety of real-world settings (collaboration).
Requirement / Prerequisite	None
Class Plan	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

	<p>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</p>
Independent Study Outside of Class	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.
Textbooks	<p>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.</p>
Reference	<p>Webb, J. 2009, Understanding representation, Sage: London. Introduction: the terms of representation pp 1-18. 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.</p>
Grading Policy	<p>Participation and Engagement in Class: 20% Pecha-Kucha Presentation: 30% Media Strategy and Group Presentation: 50%</p>
Attendance and Student Conduct Policy*	
Other Remarks	Assignments will involve reading, listening to or reviewing relevant sources before class, strategy development and presenting.
Special Note	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.
Office Hour	
Keywords	Research communication, creative presentation, communication design
Messages to Prospective Students	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.
Course conducted by instructors with practical experience	

Instructor(s)

Instructor Name	Name (hiragana)	Affiliation, Title, Course	Office	Extension	E-mail
Brendan F.D. Barrett	バレット ブレندان	特任教授 大阪大学 COデザインセンター		8321	brendan.barrétt@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

※出欠席及び受講に関するルール：令和5年度以降のシラバス項目 / *Attendance and Student Conduct Policy: field available from FY2023