

# SUMMER COURSE ANNOUNCEMENT

## Communicating Science to the Public

YDAE 59100 (1 credit online offering)

SUMMER 2017 — CRN: 11733



*This course will help graduate students in science disciplines learn to communicate science to non-expert audiences. The subject matter is valuable to students planning careers in government, research, teaching or industry.*

**In a national survey of recent PhDs, 80 percent said discipline-specific knowledge is crucial. But they said other skills gained in their graduate training were even more important — including the ability to communicate orally (93%) and in writing (91%).**

*Next Gen PhD: A Guide to Career Paths in Science  
Melanie V. Sinche (2016)*

### **After completing this course, students will be able to:**

- ▶ Discuss the benefits of communicating science to the public.
- ▶ Prepare science-based messages for specific audiences.
- ▶ Identify communication models for engaging the public about science.
- ▶ Discuss how values and culture influence public perceptions of science.

### **Course Information**

Date Range (8 weeks): June 12 – Aug. 1

Instructors: Beth Forbes and Mark Tucker

Questions? Contact us at [forbes@purdue.edu](mailto:forbes@purdue.edu)