PhD COURSES SUBMISSION FORM

1.	**CODE OF THE COURSE**
	1050-00000-MS0-0PWB
2.	**POLISH TITLE OF THE COURSE**
	Promocja wyników badań naukowych. Komunikacja naukowa
3.	**ENGLISH TITLE OF THE COURSE**
	Promotion of scientific research. Science communication.
4.	**SCIENTIFIC DISCIPLINE**
	Science communication
5.	**IMPLEMENTING UNIT**
	105000 - Faculty of Physics
6.	**COURSE STATUS**
	Elective
7.	**TARGET GROUP**
	Doctoral School No 1;Doctoral School No 2;Doctoral School No 3;Doctoral School No 4;Doctoral School No 5;Doctoral Studies;any scientist willing to communicate science to society;
8.	**PROTOCOL TYPE**
	Z – course completion / zaliczenie
9.	**SUMMARY DESCRIPTION (MAXIMUM 1000 CHARACTERS)**
	"Science is not finished until it's communicated", said sir Mark Walport, UK Government chief scientific advisor. Françoise Barré-Sinoussi, laureate of Nobel Prize in Physiology or Medicine for her role in the discovery of human immunodeficiency (HIV) virus said: "We are not making science for science. We are making science for the benefit of humanity". How could society benefit from something that is not aware of? How further scientific research could be financed without the support of society? Communication of scientific results and engagement in public debate in science-related topics (climate change? coronavirus vaccines? use of GMO?) is crucial for further development of science. During this course, we're going to develop a deeper understanding of the importance and essence of science communication, gain practical skills of cooperating with different kinds of media (with "regular" or science journalists) and to produce our own materials like videos.
10.	**FULL DESCRIPTION (MAXIMUM 4000 CHARACTERS)**
	Science communication – theory, introduction, demand for popular science and research outcome Public engagement of scientist in post-truth era, case of "infodemics". Human psychology - cognitive biases, eristics: why it's so hard to communicate efficiently? Theory of conflict: why showing data is not convincing at all? Scientific and non-scientific (popular or business) communication: adaptation to the audience. Writing – briefing, short or long article, description. Shortening text. The equation to calculate the difficulty of a text. Characterization of different media types (press, internet release, social media, TV, YouTube). Where to send my article?

Interview – the difference between a conversation with a scientific journalist and morning TV
Storytelling – how to create a story to follow the plot
Short movies, writing scenario. Technical issues (scenes, time-laps, hyper-laps, slow motion, individual work or with a team).
Social media. How to create interesting and engaging materials

11. LITERATURE

Selected papers from scientific journals: Science Communication, Journal of Science Communication, Public Understanding of Science
The Unpersuadables: Adventures with the Enemies of Science, Will Storr
Science of Storytelling, Will Storr
BBC Horizon productions, like "War on science"
TED Talks, like sir Ken Robinson, Julian Treasure
Recordings from FameLab competitions

12. LEARNING OUTCOMES

Participant:
Is able to create a press material adequate to the requirements of a specific medium, writing about his own research. Can assess the difficulty of a text.
Is able to create a short movie on scientific topics dedicated for social media.
Can prepare an oral presentation on specific issues in "FameLab style" or "TEDx style"
Understands the non-technical aspects of scientific and engineering activities, including its impact on society and the need to communicate with it.

13. SEMESTER IN ACADEMIC YEAR

2021Z (Fall)

14. ECTS CREDITS

2

15. COURSE COORDINATOR

Dariusz Aksamit, MSc Eng. of medical physics

16. COURSE COORDINATOR CONTACT DETAILS

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17. TYPE OF ASSESSMENT

Course completion

18. REMARKS

As the course is meant to be as practical as possible, with a lot of individual exercises during meetings, the group size should be limited to about 15 (engaged) studens.

19. TYPE OF CLASSES

Classes (CWI)

20. NUMBER OF HOURS IN A SEMESTER

10

21. ANOTHER TYPE OF CLASSES

Yes

22. TYPE OF CLASSES2

Consultations (KON)

23. NUMBER OF HOURS IN A SEMESTER2

10

24.	**ANOTHER TYPE OF CLASSES2**
	Yes
25.	**TYPE OF CLASSES3**
	Practice (PRA)
26.	**NUMBER OF HOURS IN A SEMESTER3**
	20
27.	**ANOTHER TYPE OF CLASSES3**
	Yes
28.	**TYPE OF CLASSES4**
	Self-study (DOM)
29.	**NUMBER OF HOURS IN A SEMESTER4**
	20
30.	**ANOTHER TYPE OF CLASSES4**
	No