



sea for
SOCIETY.eu
TOWARDS A BLUE SOCIETY

OCEAN SCIENCE COMMUNICATION COURSE

Overview

This information sheet is for educators interested in organising a course in science communication on ocean topics in the context of Sea for Society, or other projects raising awareness on marine ecosystem services. This type of course targets both undergraduate and graduate researchers working on a range of topics related to Blue Society issue, equipping them with public engagement skills.



Objectives

To create a generation of future scientists who understand the importance of outreach and take it as seriously as the rest of their research.

Activities

Preparation: The audience should be defined: either graduates, who are often willing but who lack time, or undergraduates. Focusing on undergraduates allows a broad reach across the university course, and ensures expertise is available throughout the participant's career. Alternative scientific careers, working more closely with other stakeholders, can be presented and discussed.

Topics: Themes need to relate to education and marine issues but also promotion and communication. The course should be closely linked to, and take full advantage of, the resources of a local aquarium or science centre. Participants should be trained to communicate their research in a lively manner so they will be understandable by a range of stakeholders including journalists, general public and policymakers.

Links

RRI Toolkit: EU-developed tools for responsible research and innovation
<http://www.rri-tools.eu/toolkit>

COSEE course in communicating ocean sciences, US
<http://www.coseeca.net/programs/communicatingoceansciences/>
http://mare.lawrencehallofscience.org/sites/mare.lawrencehallofscience.org/files/images/COSIA_FinalSummativeReport_30June2010-final.pdf