



2.2. Science communication course

Science communication is one of the most relevant educational areas to complement research activities. In this context, Scienseed offers a comprehensive, hands-on training in **science communication and public engagement**. The course is specifically customised to the needs of researchers, especially those in early stages of their careers.

Learning objectives

- To become familiar with the workings of science communication and public engagement.
- To understand the idiosyncrasy of different communication formats and narratives, and to begin developing an independent practice.

Course contents

- **Introduction to science communication**
 - Audiences and mental models
 - Science storytelling
 - Complexity reduction
 - Decision-making in format selection
- **Different formats for the communication of science**
 - Writing: Press & blogging
 - Copywriting: Web & social media
 - Visuals: Video, Infographics, Motion graphics
 - (optional: public presentations)