

Science Communication

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Introduction

- ❖ Defining Science Communication
- ❖ Why Science Communication
- ❖ Tips of Writing about Science
- ❖ Storytelling – how to tell engaging stories about (Scientific) Research
- ❖ Discussion of the writing processes – Journalism and Scientific

Science Communication

- ❖ The practice of informing, educating, and raising awareness of science-related topics
- ❖ Communicating to non-specialists, as opposed to expert-to-expert communication associated with scientific publishing.
- ❖ Through many different mediums – written articles in magazines and blogs, audiobooks and podcasts, videos and infographics, and from giving a talk at a local school (TedTalk), to hosting a public workshop

Why Science Communication

(National Academies of Sciences, Engineering, and Medicine, 2017)

- ❖ Sharing recent findings and excitement for science
- ❖ Increasing public appreciation of science.
- ❖ Increasing knowledge and understanding of science.
- ❖ Influencing the opinions, policy preferences or behavior of people.
- ❖ Ensuring that a diversity of perspectives about science held by different groups are considered when solutions to societal problems are pursued.

Story Telling

Parts of Storytelling

- ◆ **The Story**
- ◆ **The Storyteller**
- ◆ **The Listener (Audience)**

A good story

- ❖ A good story flows naturally with a well-developed plot that takes the listener through an image-filled journey.
- ❖ It follows a theme and features characters that the audience can react or relate to.
- ❖ It leaves the listener with something to think about or remember; a call to action, an idea or a puzzle to solve.

The Storyteller

- ❖ The narrator breathes life to the story.
- ❖ When narrating in front of an audience, a good oral storyteller takes cues from the listener and responds accordingly.

The Listener

- ❖ The Listener. The listener requires the most critical consideration for the storyteller.
- ❖ Every audience is different, influenced by the setting in which they hear the story and the circumstances that call for the story to be told
- ❖ A story is only as effective as the way it is received by the listener.

Tips Storytelling and Writing Science

- ❖ Focus on the humanity.
- ❖ Put a face to the story. Data is meaningless unless you give it a touch of humanity
- ❖ Keep it brief and simple. Don't muddle the story. Craft your message, build it into a story and practice telling it. Avoid too many confusing details

Tips

- ❖ Make it personal. Highlight your own experiences. Use anecdotes and personal stories to get the message across
- ❖ Connect your story to the big picture. How does the story relate to the bigger issues in the community or society.
- ❖ Stimulate their senses. Make them feel, smell, touch, listen and see vivid pictures through descriptive language/images
- ❖ Propose a positive future. Provide the listener with a glimpse of a positive outcome. Make them feel that they can be part of the solution

Journalism and Sources

- To provide background information or context the audience will need
- To help explain or define the concept clearly
- To provide evidence and support the main points you are making
- To add to the writer's authority and credibility
- To add special emphasis
- To provide other perspectives on a topic

The Writing Process

- ❖ From idea, tip to publication