

# Science Communication for Microbiologists- Sample Syllabus

## Week 1

**Theme:** Science communication background and theory

1. Science communication goals
2. Science communication strategy
3. How people learn
  - a. Science literacy
  - b. Deficit model
  - c. Science capital
  - d. Science identity

## Week 2

**Theme:** Inclusive science communication

1. What is inclusive science communication?
2. Leveling the playing field
  - a. Intersectionality
  - b. Implicit and explicit biases
  - c. Difficult conversations
3. Communicator responsibilities

## Week 3

**Theme:** Challenges and Strategies

1. About your audience
  - a. Audience demographics
  - b. Finding an audience
  - c. Audience input
2. Communication challenges (and solutions)
  - a. Finding an audience
  - b. Content
  - c. Dealing with uncertainty and nuance
  - d. Mis-information

## Week 4

**Theme:** Tactics for Communicating With Audiences

1. Message processing
2. Components of an effective message
3. How to construct your message

## Week 5

**Theme:** Presentations and Feedback

1. Communication approaches
  - a. Formats
  - b. Venues
2. Evaluation strategies
  - a. Audience feedback
3. Final presentations