COMMUNICATION

COM 501: Foundations of Science Communication I

In this team-taught, immersive science communication training, students will build skills to passionately communicate in a way that excites, engages, and encourages audiences to want to learn more about their work. Improvisational theater-based techniques are combined with message design strategies like distilling and storytelling, enabling healthcare professionals, scientists, and researchers to use strategy and spontaneity to execute powerful communication in any context.

1 credit, Letter graded (A, A-, B+, etc.)

COM 503: Foundations of Science Communication II

In this immersive science communication training, participants who have completed JRN 501 will continue their foundations in science communication with explorations into engaging with key audiences and the media, as well as creating a presentation accompanied by compelling visuals.

1 credit, Letter graded (A, A-, B+, etc.)

COM 513: Science of Science Communication

The U.S. National Academies has paid increased attention to the "science of science communication," an interdisciplinary area of social science and humanities research and scholarship that spans a range of disciplines, including communication, psychology, decision science, mass communication, risk communication, health communication, political science, sociology, and science and technology studies, history, and others. This course is designed as an introductory survey course for graduate students in science, biomedical, engineering, and health disciplines to this interdisciplinary field. The key goal is to provide context on science communication research that can inform students' science communication practices. Specifically targeted to students who are not communication researchers, this essential overview will help students understand the importance of linking theory with practice when they communicate about their own research. The course is designed to complement applied science communication coursework offered by the Alan Alda Center for Communicating Science in the School of Journalism.

1 credit, Letter graded (A, A-, B+, etc.)

COM 516: Communication Research Methods

To best understand human communication, we must be able to ask meaningful questions and conduct research to find reliable and valid answers to those questions. The ability to engage in the research process, analyze data, and evaluate the credibility of published research findings is vital in any career path. This course builds on your prior research experience in a scientific field and takes a social scientific approach to communication research to prepare you to successfully conduct research at the graduate level. As part of this course you will identify and delve more deeply into a content area within the Science of Science Communication field to build greater knowledge about how specific areas of science communication are interpreted, measured, and disseminated. You will read communication journals, conduct theory-driven research, and use numerical and statistical concepts to analyze and interpret empirical data related to your chosen area. You will conduct statistical analysis using SPSS, and be introduced to various quantitative and qualitative data collection and analysis procedures. We will learn about traditional and non-traditional data collection methods, tools for analysis, and current research trends. This course will require Blackboard JRN516 will be a required class for the Master of Science Communication.

3 credits, Letter graded (A, A-, B+, etc.)

COM 522: Communicating Science to Decision Makers

Learning how to effectively communicate science to decision makers is increasingly important for scientists and health professionals. We are living in a time where we are facing large, complex, interdisciplinary scientific questions that require clear and vivid communication. Policy and management decisions must be based on sound science. This course provides students with the skills, practice, and knowledge they need to clearly and vividly communicate complex science to decision makers in a variety of forums and settings. This course is an elective for the Advanced Graduate Certificate in Communicating Science.

3 credits, Letter graded (A, A-, B+, etc.)

COM 526: Building and Assessing Communication Strategies

A comprehensive overview of strategic communication focused on advancing effective communication about science, technology, engineering, and math in diverse types of institutional settings. Students learn to build and assess strategic communication campaigns based in 21st century communication practices. Grounded in ethics and the concept of principled public relations, students will learn core skills and practice that enable them to work as effective practitioners of science communication in an era of misinformation and information overload. Because project management is critical to advancing successful strategic communication efforts, students will also learn about and hone their skills in project management through the design and implementation of a targeted communication plan.

3 credits, Letter graded (A, A-, B+, etc.)

COM 534: Communicating Your Science Using Digital Media

Science and health information increasingly travels by digital media, as new ways emerge for scientists to communicate directly with the public, without the intermediaries of press or public relations. In this online course, students will learn how to be a more effective and engaged online communicator, so that their science can reach a greater audience in more meaningful ways. Students will also learn about the potential of digital tools to build a social media platform to foster two-way communication with different segments of the public, including colleagues in other disciplines. Using improvisational techniques combined with message design strategies for structuring content, students will create, practice and hone their science communication skills through this dynamic and interactive online course.

3 credits, Letter graded (A, A-, B+, etc.)

COM 565: Communicating Your Science

Learning to communicate one's research is as important as learning to do the research. This course is designed to help graduate students in the sciences learn to communicate effectively with multiple audiences, from peers and professors to potential employers, journalists, and family members. It builds on science communication research and is designed to help students communicate clearly and vividly. They will develop skills that are central to oral and written communication on any subject. Among the techniques applied are improvisational theater exercises that will help connect with an audience, pay close and dynamic attention to others, read nonverbal cues, respond freely and work...
through nerves and self-consciousness. For permission to enroll, please contact: aldacenter@stonybrook.edu

3 credits, Letter graded (A, A-, B+, etc.)

COM 575: Science Communication Special Topic
A seminar course on a current topic in science communication. May be repeated as the topic changes, but cannot be used more than once to satisfy requirements for the Advanced Graduate Certificate in Communicating Science, 3 credits, Letter graded (A, A-, B+, etc.) May be repeated for credit.

COM 577: Communication Law & Ethics
An online course that will provide the student a model by which they can analyze, understand, and act upon the law and ethical considerations that science communicators, journalists, mass media professionals, and consumers face in the 21st century. The class will use case studies, the Society of Professional Journalists Code of Ethics, the First Amendment Handbook from the Reporters Committee for the Freedom of the Press, and current newsworthy stories to build an analytical model.

3 credits, Letter graded (A, A-, B+, etc.) May be repeated for credit.

COM 585: Communicating Science and Health Risks to the Public
This course explores risk communication theories and strategies, and their application to effective communication in science, environmental, and public health settings. The processes and effects of persuasive communication as they relate to message framing are also explored. You will learn how to use effective communication to advance individual and community-level decision-making about science and public health issues. Specifically, risk communication through interpersonal, organizational, and mediated channels will be explored, with particular attention paid to message features that are believed to generate predictable effects. You will explore how communication impacts the public's experience of risk, and practice designing and delivering culturally competent messages about potential science, health, and environmental hazards. This course is highly experiential, provides opportunities to practice delivering a variety of risk messages, and allows for peer and expert feedback in the protected environment of the classroom. This course will require Blackboard JRN585 will be an elective class for the Master of Science Communication and the Graduate Certificate in Communicating Science

3 credits, Letter graded (A, A-, B+, etc.)

COM 587: Independent Study
Intensive study of a special topic or intensive work on a reporting project undertaken with close faculty supervision. May be repeated. Prerequisites: Permission of instructor and graduate program director. Every semester, 0-6 credits. S/U grading

3 credits, Letter graded (A, A-, B+, etc.) May be repeated 1 times FOR credit.

COM 588: Graduate Internship
Students participate in an appropriate internship with an organization or institution devoted to the program content themes of science, health, environment or technology. The work must involve skills related to the educational goals of the program. Student interns will report regularly to a faculty member and will complete an internship project, including a portfolio of work done. 0-6 credits, S/U grading

May be repeated for credit.

COM 599: Project Work in Science Communication
With the mentorship of a faculty advisor, participants propose, plan, and execute a capstone project in science communication. This project-based course applies what graduate students have learned about science communication into a real-world context. Examples include but are not limited to: competing in science communication competitions, creating podcasts, and outreach to schools like Science Unplugged. Each student will participate as a peer coach for one other student. Pre-requisites: JRN 565 or (JRN 501 + JRN 503 + JRN 513) and at least one elective course (3 credits).

Preference for enrollment will be given to students who have already completed 9 credits and Culture (www.informaworld.com/renc). The purpose of this seminar is to provide an overview of the growing field of Environmental Communication. We will read key books and articles that cover a range of disciplinary approaches. Furthermore, the course provides an opportunity for students to participate in engaged research with a local community on an environmental or sustainability problem.

3 credits, Letter graded (A, A-, B+, etc.)

COM 699: Master's Project in Science Communication
The culminating experience for students in the M.S. in Science Communication. Students will plan, design, and complete a research-based, engaged science communication project of professional caliber. The project should reflect what students have cumulatively learned in the program and respond to the needs of an organization, community, or stakeholder. Students may work individually or in teams. Each project will have written, visual, and/or interactive components.

3 credits, Letter graded (A, A-, B+, etc.) May be repeated for credit.