1.0 Course Description

In today's world, science is a dominant and complex industry that fundamentally affects everyone. This course examines how critical scientific issues are communicated to science's major stakeholders, the public and government, and within the scientific community itself. What works, what doesn't, and why? In today's multi-channel, electronic and media-dominated society, which communication strategies work best to ensure that large, complex issues of vital importance are communicated clearly and concisely? Significant cases will be examined in a Canadian context, challenging students to theorize with how science is - and should be - communicated in its real social context. 

**Interactive lecture: 3 hours.**

2.0 Course Objectives/Learning Outcomes

- To conceptualize science within its larger social, political and economic context using communication as the mediating perspective
- To analyze and critically evaluate a range of scientific discourses
- To adapt specialized scientific information for diverse lay audiences in multiple ways

3.0 Topics Covered

3.1 The relationship between science, communication, and society
3.2 Issues and responsibilities of science communication
3.3 Analysis and functions of primary stakeholders
3.4 Communication channels and products
3.5 Ethics and science communication

4.0 Teaching Method

4.1 Lectures and Guest Speakers

Classes will consist of interactive lectures, guest speakers, and activities. Some activities, such as simulations, may be online. Students will work both individually and in groups.
4.2 Graded Assignments and Exam

Evaluation will be based on a minimum of three assignments.

5.0 Course Materials

5.1 Textbook

All required readings are available online and can be accessed through the course website. Participation in an online simulation is required. The anticipated cost of the simulation is $39 per student. Students must purchase access to the simulation in order to complete some of the assignments in this course.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson’s Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.
Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.