<table>
<tr><td>NAME OF THE COURSE</td><td colspan="5">Scientific communication</td></tr>
<tr><td>Code</td><td>PMP105</td><td>Year of study</td><td colspan="3">GU-1</td></tr>
<tr><td>Course teacher</td><td>Bernarda Lovrinčević, PhD, Assistant Professor</td><td>Credits (ECTS)</td><td colspan="3">2,0</td></tr>
<tr><td rowspan="2">Associate teachers</td><td rowspan="2"></td><td rowspan="2">Type of instruction (number of hours)</td><td>L</td><td>S</td><td>E</td><td>F</td></tr>
<tr><td>20</td><td>10</td><td></td><td></td></tr>
<tr><td>Status of the course</td><td>elective course</td><td>Percentage of application of e-learning</td><td colspan="3">50%</td></tr>
<tr><td colspan="6">COURSE DESCRIPTION</td></tr>
<tr><td>Course objectives</td><td colspan="5">- developing the ability to communicate with the general population, especially young people, on scientific topics
- acquiring the skills needed to popularize science
- introduction to the process of publishing a scientific paper and the structure of the Croatian scientific community
- presentation of scientific content in written and audiovisual form in a way that is appropriate for non-scientific audiences, but also for other scientists</td></tr>
<tr><td>Course enrolment requirements and entry competences required for the course</td><td colspan="5"></td></tr>
<tr><td>Learning outcomes expected at the level of the course (4 to 10 learning outcomes)</td><td colspan="5">1. present the scientific problem, its analysis and results in the form of a text intended for non-scientific audiences,
2. recognize the most important results and conclusions of the scientific text in order for the wider (non-scientific) audience to get the correct information, avoiding the use of too professional language and expressions,
3. present a scientific topic in audiovisual form (short film, interview, etc.) with the aim of popularizing science,
4. present the scientific problem, its analysis and results in discussion with fellow scientists.</td></tr>
<tr><td>Course content broken down in detail by weekly class schedule (syllabus)</td><td colspan="5">1. Introduction to scientific communication. Essay writing.
2. How to successfully communicate about science with a non-scientific audience.
3. How to write a scientific paper.
4. The process of publishing a scientific paper. Scientific bases.
5. How to successfully hold a scientific presentation at a conference.
6. How to successfully present your work in the form of a poster.
7. How to successfully present your work in the form of a video (documentary, interview).
8. How to present your work through a website.
9. Classification of scientists in Croatia (scientific conditions).
10. Science journalism: challenges of the digital age.
11. The role of scientists in the public. How does one become a science popularizer?
12. Scientists as Popular Persons: Advantages and Disadvantages.
13. Popular science books: from public education to science bestsellers.
14. Science and technology in film art.
15. Presentation of student homeworks and projects.</td></tr>
<tr><td>Format of instruction</td><td colspan="3">☒ lectures
☒ seminars and workshops
☐ exercises
☐ on line in entirety
☐ partial e-learning
☐ field work</td><td colspan="2">☐ laboratory
☐ work with mentor
☐ homework assignments
☐
☐
☐</td></tr>
</table>

	☒ independent assignments ☒ multimedia	☐

Student responsibilities	1. The student is required to attend lectures and seminars, at least 70% of lectures and 80% of seminars. 2. The student is required to make a project in the form of a video aimed at promoting science. 3. The student is required to write homework.

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*

Name	Ects	Name	Ects	Name	Ects
Class attendance	1	Research		Experimental work	
Oral exam		Report		Homework assignments	0.5
Seminar essay		Essay			
Tests		Practical training			
Written exam		Project	0.5		

Grading and evaluating student work in class and at the final exam	1. Homework - 30% of the grade. 2. Project - 70% of the grade.

Required literature (available in the library and via other media)

Title	Number of copies in the library	Availability via other media
[1] D. Meredith, Explaining Research: How to Reach Key Audiences to Advance Your Work (2010, Oxford University Press, USA)	0	YES
[2] Routledge Handbook of Public Communication of Science and Technology (2014, Ed. M. Bucchi, B. Trench, 2nd edition, Routledge, London).	0	YES

Optional literature (at the time of submission of study programme proposal)	
Quality assurance methods that ensure the acquisition of exit competences	1.Exam results statistics and student evaluation through an anonymous survey at the end of the course. The survey is conducted according to the regulations of the University of Split. 2. Talking to students and monitoring their homework activities.
Other (as the proposer wishes to add)	