1af Gynhadledd Dysgu ac Addysgu

 1st Annual Learning and Teaching Conference

18 Mis Medi – 20 Mis Medi| 18 September – 20 September 2013

# Crynoldebau / abstracts

Evaluating How Science and Technology Are Communicated to the Public

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This presentation focuses on the third year Education module ED33020: Communicating Science- the Scientists, the Media and the Public. The focus of the module is to analyse the ways in which science and technology are communicated to the public, focusing on aspects such as the media, education, film and television. In the first module assignment students are required to critically evaluate the techniques utilised by museums to make science accessible to members of the public. Students embark on a field trip to a science museum and analyse the engagement of the public with the use of theoretical models and observations of public interactions with exhibits. This feeds into the innovative second module assignment where students are required to produce a poster about a science or technology subject that has had recent media coverage. The chosen topic must address ambiguities that have appeared in the media and present the facts in an objective manner. The poster is targeted at the general public and therefore requires students to present the factual information to a non-specialist audience. Technology plays a key role in the design of the posters which have recently focused on topics such as the measles vaccine, 3D printers, recycling, health initiatives and technological developments.