



Seneca



SCIENCE COMMUNICATION SUMMER INSTITUTE

Spend 10 days of this 6-week program in an on-campus residency followed by 4 weeks online. This unique program is the only one of its kind in the GTA and southern Ontario. You'll graduate with the key knowledge and skills required for effective science communication. Learn from some of Canada's most distinguished science writers and communicators. Increase your career possibilities.

senecacollege.ca/scicomm

Campus: Seneca@York
Credential Awarded: Seneca College Certificate
Duration: 6 Weeks
Start Date: May 8 - June 16, 2017

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The world of science is unique and exciting, but information coming out of the sector can be complicated and idiosyncratic. Effective communication, particularly with external audiences, often takes a back seat to the information itself.

The Science Communication Summer Institute is the only program of its kind in the GTA. During its six weeks you'll learn the theory and practical applications involved in sharing science knowledge across traditional and new media platforms. Offered in a non-traditional format, you'll complete a 10-day on-campus residency from May 8-19 followed by online courses from May 22-June 16. Once you graduate you'll be equipped with the knowledge and core abilities required of an effective science communicator. You'll also have your own portfolio of work ready to be used in the field.

If you're a university or college science graduate (or near completion) who wants to become a better writer, storyteller and digitally engaged communicator, the Science Communication Summer Institute is the quickest way to achieve your objectives.

Enhance your career opportunities with sector-specific expertise in:

- Writing
- Speaking
- Blogging
- Storytelling
- Podcasting and Videocasting
- Navigating Controversy
- Strategizing
- Website Profiling

COURSES

Science Writing (residency May 8-12)

Science Storytelling (residency May 8-12)

Science Journalism (residency May 15-19)

Presenting Science for Digital Media (residency May 15-19)

Web-based Portfolio (residency May 8-19 and continuing online)

Communicating Science with Confidence from Controversy to Crisis (May 22-June 2)

Content Strategies for Science Communication (online June 5-16)

MAY 8 - 19 (IN-CLASS RESIDENCY), MAY 22 - JUNE 16 (ONLINE).

APPLY TODAY. Space is Limited.

CONTACT:

Dr. Burke Cullen, Program Co-ordinator

burke.cullen@senecacollege.ca

416.491.5050 x33079

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