

# SCIENCE COMMUNICATION AND PUBLIC ENGAGEMENT MINOR

College of Arts and Sciences

Program Website ([https://as.cornell.edu/major\\_minor\\_gradfield/science-communication-and-public-engagement/](https://as.cornell.edu/major_minor_gradfield/science-communication-and-public-engagement/))

## Program Description

Sharing scientific discoveries with the public is no longer solely the job of professional communicators; rather, it is a skill that all scholars should have. This minor offers an opportunity to apply communication theories, goals and processes to scientific phenomena. Students in the minor will have the flexibility to build their curricula with a combination of courses in communications, public engagement and scientific research, ethics, and literacy.

This minor is designed for undergraduates who are interested in the sciences and/or engineering and would like to learn how to use a wide variety of communication tools for engaging publics, including non-technical audiences and policymakers.

Students completing the minor will develop an identity as someone who can contribute to the public understanding of science.

## Minor Requirements

Students who declare this minor will have to take at least 8 science and/or engineering credits as their major or second minor. These courses can be taken prior to, or simultaneously with the science communication minor courses, and need to be different courses than the ones appear on the core and electives list below.

Code	Title	Hours
<b>Core Courses</b>		
COMM 2850	Communication, Environment, Science, and Health	3
<b>Elective Courses</b> <sup>1</sup>		
<i>Community Engaged Learning Courses</i> <sup>2</sup>		
Select six credits from the following:		
ALS 2000		
ALS 4960	Internship in Agriculture and Life Sciences	1-3
ALS 4990	Undergraduate Research in Agriculture and Life Sciences	1-6
BME 4440	Science Policy Bootcamp: Concept to Conclusion	3
COMM 3080		2
COMM 3081		1
COMM 3760	Planning Communication Campaigns	3
EDUC 3510	Engaged Learning through Extension, Outreach, and Instruction	3
ENTOM 3350	Naturalist Outreach Practicum	4
PHYS 4500	Cultivating Public Engagement in Physics	2
PLSCI 3940		3
PSYCH 2820	Community Outreach	2
PSYCH 4500	Psychology at the Sciencenter!	4
STS 4451	Making Science Policy: The Real World	4

## Applied Communication Courses 6

Select six credits from the following:

AEM 2700	Management Communication	3
ASTRO 2202	A Spacecraft Tour of the Solar System: Science, Policy and Exploration	3
BIOG 3500	Introduction to Applied Science Communication: Digital Platforms and Public Engagement	3
BIO SM 3500	Applied Science Communication	3
COMM 2450	Communication and Technology	3
COMM 2760	Persuasion and Social Influence	3
COMM 3010	Writing and Producing the Narrative for Digital Media	3
COMM 3020	Science Writing for the Media	3
COMM 3060	Connecting Experience: Creating a Personal Brand and Implementing an ePortfolio	3
COMM 3070	Communicating Today: Creating Strategic Visual Messages Across Media	3
COMM 3200	Technology, Behavior and Society	3
COMM 4660	Public Communication of Science and Technology	3
COMM 5660		1
ILRLR 3300		
PLSCI 4100	Plant Responses to Environmental Stresses and Global Climate Change	3

## Scientific methods, ethics, and science literacy courses

Select three credits from the following:

ALS 1200	Information Chaos: Navigating Today's Information Landscape	1
BSOC 2061	Ethics and the Environment	4
COMM 2820	Research Methods in Communication Studies	4
COMM 3210	Communication and the Environment	3
COMM 4300	Ethics in New Media, Technology, and Communication	3
COMM 4350	Communicating Leadership and Ethics	3
NTRES 3800		
NTRES 4330		
PHYS 7679		
PHIL 2455	Introduction to Bioethics	4
STS 1201	Information Ethics, Law, and Policy	3
STS 2051	Ethical Issues in Health and Medicine	4
STS 4041	Controversies in Science, Technology and Medicine: What They Are and How to Study Them	3

<sup>1</sup> Communication majors and minors interested in this minor will have to fulfill the minor requirements (except the core course) with courses outside of the Communication (COMM) department.

<sup>2</sup> Community engagement is an important aspect of science communication. Many courses already have a community-engagement component (CU-CEL) but students will be encouraged to gain experience in the field, practicing public speaking, community engagement, or assessment as part of independent research course or as part of an internship with a community partner course.