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Course unit English    Science Communication  
denomination

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Teacher in charge    Elisabetta Mutto-Accordi  
(if defined)

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Teaching Hours        13

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Number of ECTS        2  
credits allocated

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Course period         To be defined

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Course delivery         In presence  
method                     Remotely  
                                   Blended

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Language of             English  
instruction

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Mandatory attendance  Yes (80% minimum of presence)  
 No

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Course unit contents    Science communication is the practice of sharing scientific knowledge, research findings and technical information to non-expert audiences. This programme introduces the fundamental information that can bring a deep understanding of why Science Communication is important and how it can have an impact at a professional and social level. Starting from the needs, the expectations and the understanding levels of the audiences, the students will learn how to create a relation with the target based on clarity, precision and simplicity. The course will cover strategies to develop empathy and to build trust and credibility.

The programme: Science communication - Communication process - Content selection - Storytelling - Persona Branding - Written communication - Public speaking - PowerPoint presentations

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Learning goals            PhD students will learn how to effectively communicate scientific and technical information to different audiences, in various contexts. They will practice selecting the suitable language, appropriate content and messages. They will learn to stress the value and the impact of their scientific projects, avoiding discipline-specific jargon, terminology and unnecessary complexity. Students will learn how to break down complex topics and present them in engaging and understandable formats, without losing accuracy and ensuring that information is not distorted or oversimplified. They will practice to tailor content using storytelling, framing scientific concepts in compelling and narrative-driven ways, using metaphors and analogies to simplify. They will become skilled at changing their communicative approach, using diverse range of media to meet the needs of the target. They will learn evaluating the effectiveness of their communication by understanding audience feedback.

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PhD in Biomedical Sciences