



**Intensive short course**

## SCIENCE COMMUNICATION & THE WEB

Intensive session 30 June – 4 July 2014, 9am – 5pm

Online continues through to October

The internet and social media sit at the heart of the modern communication of scientific information. But are you using the web in the best possible ways to communicate?

This intensive course focuses on providing you with the skills and knowledge so you can triumph when using the internet to communicate your science.

Topics include writing for the web, using analytics, best social media engagement, video and podcasting, mapping and infographics, Wikipedia and the frontiers of social media.

ANU Colleges of  
**Medicine, Biology  
& Environment**  
**Physical &  
Mathematical Sciences**

### **Who is the course for?**

This course is aimed at people who work – or want to work – on the public communication of scientific information using the tools available on the internet.

This course is available as part of wider degrees, but we've also made it a nice bite sized intensive so that you can just take a week off work to power up.

### **Do I need any background knowledge?**

We require all students to have a Bachelor's degree and a working knowledge of science.

We like you to have a solid understanding of how to work your way around a computer, but you don't have to have any programming skills.

### **Who are the teachers?**

This course is taught by experts from the Australian National Centre for the Public Awareness of Science (CPAS) at ANU and external luminaries.

CPAS staff include Dr Will J Grant and

Dr Rod Lamberts. External experts (final list to be decided) including speakers from ScienceAlert, The Conversation and CSIRO.

### **Can I do a whole degree?**

Yes! If you like what we've got, you might be interested in the Master of Science Communication. Find out more at the contact information listed below this very sentence.

### **Contact**

To enrol, or get more information on this, or any of our other awesome courses in Science Communication, contact Dr Will J Grant.

E [scicomm.gradprog@anu.edu.au](mailto:scicomm.gradprog@anu.edu.au)

W [cpas.anu.edu.au](http://cpas.anu.edu.au)

T +61 2 6125 0241