

Science Communication International Summer School 2023



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Welcome Message

Welcome to the Science Communication International Summer School!

We're looking forward to meeting you soon, and hope you will both learn from and enjoy your time with us in Manchester. Our course will introduce you to current academic thinking and practice in science and health communication, with the aim of getting you to think analytically, critically, pragmatically, and creatively about how we can and should engage with all kinds of people and communities around expert knowledge. Those of you with an existing background in science and health communication will improve your independent research skills, while those of you coming to science and health communication from other backgrounds will gain confidence and knowledge you can use in the future.

Feel free to ask us any questions at any time,
Elizabeth and Harriet

Dr Elizabeth Toon, CHSTM and Science Communication
Academic Lead, SCISS

Dr Harriet Palfreyman, CHSTM and Science Communication Associate Lead, SCISS



The Programme

Academic Programme Outline

This four-week course will serve as an introduction to the theory and practice of science and health communication, through a combination of lectures, reading, discussion, practical activities, and several visits to museums, science centres, and other cultural and educational sites. We'll have talks from professionals, academics, and students who create or research science and health communication, and an opportunity to create our own communication 'products'.

Morning activities usually run from 10 am till 12 noon; afternoon activities run from 2 pm to 4 pm. More precise timings, especially for field trips, before each session..

Projects

Most students will work in groups to create a science or health communication media product (a film/video, a podcast, a webpage, a brochure or information leaflet, a plan for an exhibit, etc.). The project materials will be on display at the final FBMH summer schools celebration event on Friday 11 August.

We know that some students come to the course with knowledge and experience in science and health communication. All students will participate in the same activities, lectures, and field trips. If advanced students (those pursuing degree studies in science communication, health communication, or science education) wish, we can supply additional, higher-level readings for class sessions, and hold additional discussions. Advanced students are also welcome, if they prefer, to write an individual review essay on a topic of their choice as their final project for the course.

Week 1

At our first meeting, on the afternoon of Monday 17 July, we'll get to know each other and talk about the goals of the course. On Tuesday, we have some lecture, discussion, and interactive sessions to consider the purpose, practice, and politics of science communication. On Wednesday, we'll start examining one of the most significant problems in science communication, that of misinformation and disinformation. Thursday morning we will continue that discussion, and then on Thursday afternoon we'll examine how fictional films and factual films (documentaries) communicate science. Friday morning, we will watch a film, and then discuss it the role of fiction in communicating science on Friday afternoon. We'll finish on Friday afternoon by talking about the final projects, so you can begin thinking about what you want to work on.

Monday 17th July 17

9-1pm Main Orientation

2.30-4pm Welcome to SCISS Elizabeth Toon (ET) & Harriet Palfreyman (HP). *Eng A, Rm 2A.012*

Tuesday 18th July

10-12pm Lecture (HP) What is Sci Comm?. *Eng A, Rm 2A.011*

2-4pm Lecture and discussion (ET) Information and Misinformation. *Eng A, Rm 2A.011*

Wednesday 19th July

10-11.30am Discussion & workshop (HP & ET) What is Sci Comm? *Eng B, Rm 2B.002*

Afternoon- Social: Manchester Museum and On-campus Welcome Event

For the social event we will visit one of the largest university museums in the UK. You will have the chance to explore the collection including the Golden Mummies of Egypt exhibition.

For more information: <https://www.museum.manchester.ac.uk/>

Meeting times will vary as visit will be carried out in smaller groups- interns to escort students.

After a trip to the museum, join us in Roscoe building from 4pm onwards for a Welcome Event which will give you the chance to get to know your fellow summer school peers.

Thursday 20th July

10 -12pm -Discussion & workshop (HP & ET), Misinformation. *Eng A, Rm 2A.012*

2 pm – 4 pm - Lecture (HP & ET), Fact and Fiction: Films *Eng A, Rm 2A.012*

Friday 21st July

10 -12pm Activity Fact and Fiction: Film viewing. *Eng A, 3A.012*

2 -4 pm Discussion & workshop (HP & ET) Film discussion, Project guidance. *Eng A, 3A.012*

Week 2

In Week Two, we begin by considering health communication, and how the challenges and opportunities it presents resemble and differ from those presented by science communication. We then follow up with two workshops led by artistic practitioners who specialise in using the arts to enhance everyday understandings of health, including a writer who works with comic book and a visual artist. We then move on to consider the site most associated with science communication, the museum. What are museums for? Who are museums for? We'll visit two important museums in the Manchester area, and examine their collections with an eye toward thinking about how these audiences cater to their varied public audiences. What, we will ask do museums do well in science communication, and how are they changing to address new challenges?

Monday 24th July

10 -12pm Lecture (ET) What is Health Comm? *Eng A, 3A.012*

2-4pm 2 Discussion & workshop (HP & ET) What is Health Comm. *Eng A, 3A.012*

Tuesday 25th July

10 am – 12 noon Lecture (HP) Health, Science, and the Creative Arts. *Eng A, 3A.012*

2 pm – 4 pm Practical workshop with Sara Kenney, writer, Health, Science, and Comics. *Eng A, 3A.012*

Wednesday 26th July

10 -12pm Lecture (HP) What and Who are Museums For? *Eng A, 3A.016*

12.45-7pm Social: Trip to Liverpool

On Wednesday afternoon, the second social activity will be a trip to Liverpool. Also, in Northwest England like Manchester, Liverpool is the fifth largest area in the UK. The city is famous for its football clubs, Liverpool F.C. and Everton F.C. It is also where a lot of famous actors and musicians come from, such as The Beatles. We will get a chance to explore the city on this trip organised by the International Society.

Meeting on Dover St. at 12:45pm.

Thursday 27th July

10 -1pm Visit the Manchester Museum – meet at Oxford Rd entrance, 10 am (detailed schedule TBA)

2 -4pm Practical workshop with Lucy Burscough, visual artist, Health, Science, and the Arts. *Eng A, 3A.012*

Friday 28th July

10 am – 3 pm Visit the Science + Industry Museum (detailed schedule TBA)

Week 3

In Week 3, after discussing our findings from our museum field trips, we'll start exploring a special area of science and health communication relevant to experts and everyday people alike: risk communication. We'll also examine how science and health are communicated on and via social media, and think about the challenges this presents to experts and expert knowledge. We'll then prepare for our field trip to Jodrell Bank, the site of an active radio telescope and a site for communicating about space science and its heritage.

Monday 31st July

10 -12pm Lecture (ET) Communicating about Risk *Eng A, Rm 2A.012*

2-4pm Discussion and workshop (ET & HP) Communicating about Risk *Eng A, Rm 2A.012*

Tuesday 1st August

10-12pm Lecture (ET) Science, Health, and Social Media. *Eng A, Rm 2A.012*

2 – 4 pm Discussion and workshop (ET & HP), Science, Health, and Social Media. *Eng A, Rm 2A.012*

Wednesday 2nd August

10-12pm Lecture (guests) Making Sense of New Discoveries: Challenges and Complications *Eng A, Rm 2A.011*

2-4pm Dr Duncan Wilson and Dr James Sumner Science Sites and Science Communication
Room TBA

Thursday 3rd August

9.30-5pm Field trip to Jodrell Bank Discovery Centre

Friday 4th August

8.30-7.30pm- Social: Day Trip to North Wales (including Conwy Castle)

Another trip organised by the International Society is to the North of Wales to visit Conwy Castle, one of Wales's main tourist attractions. Conwy Castle is a magnificent medieval fortress that was finished building in 1287, so you will get a chance to climb its stairs that are over 700 years old.

You will also visit the seaside resort town of Llandudno and have the opportunity to explore local shops and try some traditional fish 'n' chips.

Meeting on Dover St. at 8:15 am

Week 4

We'll spend most of this week working on our projects, with time set aside to meet with Harriet and Elizabeth for problem-solving. On Tuesday, though, we'll have our final field trip, to the Chester Zoo. We'll explore how the function of zoos, like museums, has changed, and ask how they combine scientific and conservation education with entertainment for a wide variety of visitors. The week will conclude with the cross-school farewell party and celebration, where our project creations will be on display.

Monday 7th August

Independent project work day – no meetings scheduled

Tuesday 8th August

9.30- 5pm Field trip to Chester Zoo Depart campus at 9:30, return by 5 pm (exact times to be confirmed)

Wednesday 9th August

10 – 11 am Closing discussion (ET & HP) Looking back and looking forward at science and health communication *Room TBA*

11-12pm Post-grad students talk about studying in Manchester *Room TBA*

12.45- 7pm Social: Trip to Chester

Only a short trip from Manchester, Chester is one of the most historic cities in the Northwest. Take in the beautiful 1000-year-old cathedral and walk along the city walls. With so much history in the city, it is a great place for taking photos!

If you like to shop, you can also make your way from the city to Cheshire Oaks, one of the largest retail outlets in the UK. <https://www.visitcheshire.com/chester>
Meeting on Dover St. at 12:45pm.

Thursday 10th August

11 – 2 pm Project troubleshooting – make an appointment with ET and HP *Location TBA*

Friday 11th August

Final session and party for all FBMH summer school students and staff. Lunch and closing ceremony included.

Appendix 1: Teaching Staff



Dr Elizabeth Toon (Academic Lead)

Dr Elizabeth Toon researches and teaches science and health communication as well as the history of medicine. In addition to servicing as Academic Lead for the Science Communication International Summer School, she is the incoming Programme Director for the MSc Science Communication, a staff member in the Centre for the History of Science, Technology and Medicine, and also contributes to teaching in the Manchester Medical School. Her research focuses on how everyday people learn and communicate about health, and she writes about the history of cancer treatment, experience, and prevention.



Dr Harriet Palfreyman

Dr Harriet Palfreyman obtained her PhD from the University of Warwick in 2012 and has worked in Imperial College London and the Max Planck Institute for the History of Science. As a historian of medicine, she has abroad interest in the role of visual and material culture in medicine.



Dr James Sumner

Dr James Sumner is a historian of technology and applied sciences, focusing mainly on nineteenth- and twentieth-century Britain. His research interests include computers and information culture, chemical knowledge in the beer-brewing industry, technical education and technology in local, regional and civic identity.



Dr Duncan Wilson

Dr Duncan Wilson is a historian of biology and bioethicist. Over the course of his career, he has worked on the history of bioethics and writing about the history of public attitudes towards research on human tissues. His current research focuses on investigating the association between species loss and the ecology of human-animal health.

Appendix 2: Emergency Contacts

We hope you have a nice stay with us and will not need to use these numbers. However, we must prepare for any eventual situations that may occur.

Health and Safety

If you require urgent medical assistance, or a crime is currently happening, you must call **999**.

If the incident occurs on campus, call the University of Manchester's security team (number on the back of your student card: **0161 306 9966**) as well. The security staff will be quicker to attend to the person in danger has received first-aid training and will be needed to arrange for the ambulance to get to the right place. Similarly, if the incident occurs in your accommodation, please inform reception so that they can help.

If you have an urgent medical concern, but do not need medical assistance, you must use **111**.

If you have been a victim of a non-emergency crime that has already happened, you need to report it by calling **101**. Examples of such non-emergency crimes include stolen laptops, smartphones and mobile phones, minor traffic collisions, property damage or drug dealing.

If you are feeling ill and can wait for an appointment with the GP, please do so. This will require for you to have registered with a GP prior to taking the appointment, which is why we recommend you do this as soon as possible.

Support Staff

If you need assistance with an issue concerning the summer school, reach out to our amazing support team by emailing siss@manchester.ac.uk.

Accommodation

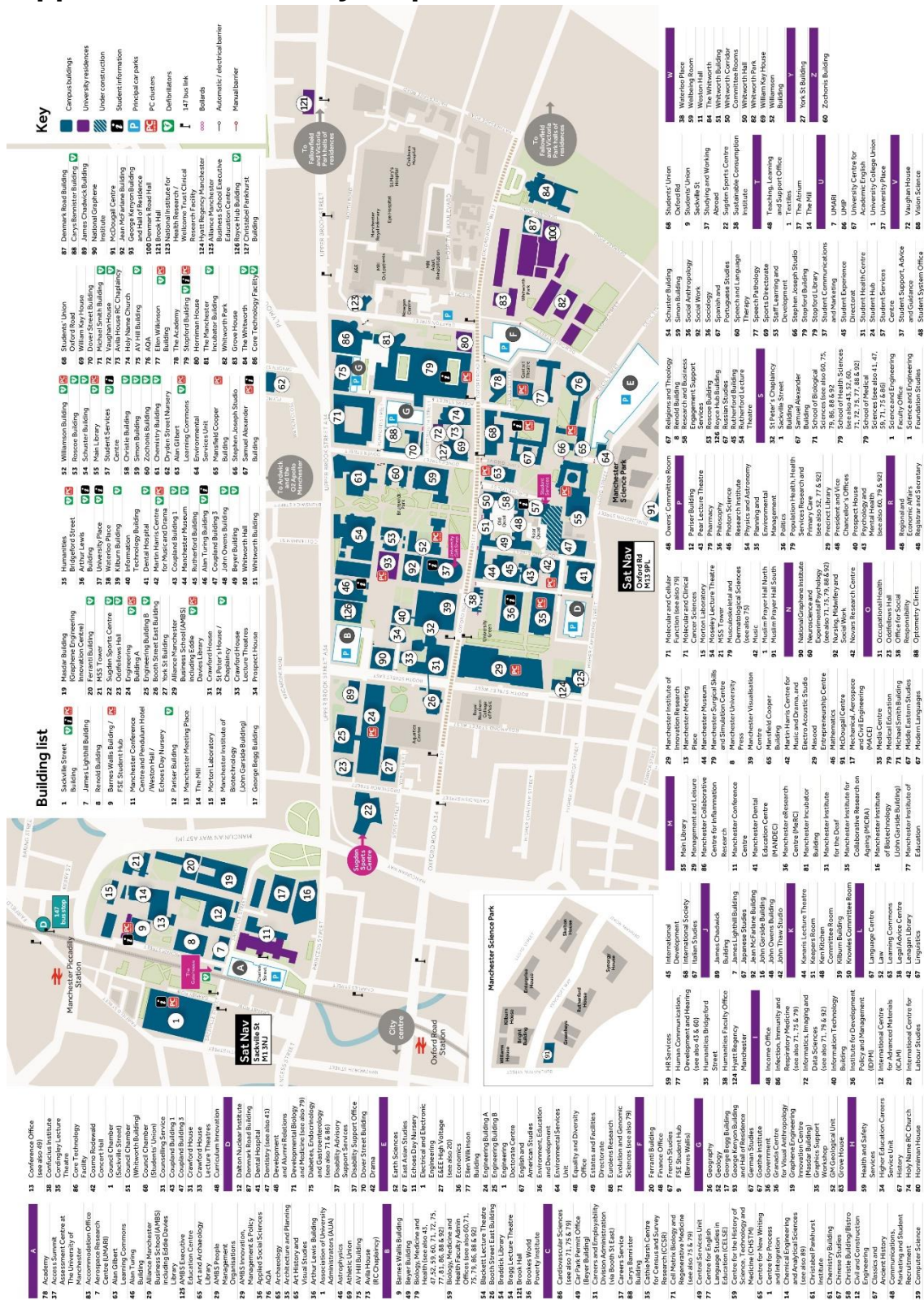
If you require any assistance regarding the accommodation, please contact reception.

Whitworth Park
316 Oxford Road
Manchester
M13 9WJ

Accommodation – **+44 (0)161 275 4950**
Accommodation (out of hours) - **+44 (0)7789480917**

<https://www.manchester.ac.uk/study/experience/accommodation/student-accommodation/search/whitworth-park/>

Appendix 3: University Map



Appendix 4: Manchester City Map

