

CORE MODULES

Strategic Communication for STEM, Environment and Healthcare

Foundational module exploring the models and approaches to engaging various people in society with science and technology.

Using several case studies and science communication literature, students will learn to strategise and apply various options from awareness campaigns and information transfer to citizen and stakeholder participation.

Research Methods

This module examines what it means to conduct research: including devising a research question, conducting a literature review, individual research methods (and how they might work together), in addition to academic writing skills.

MODULE OPTIONS (choose ONE)

Engagement Assessment and Decision-making

Students will critically explore engagement, assessment and decision-making in clinical practice. You will think and write critically about how you engage with people in undertaking both clinical and situational assessments. The module explores the nature of clinical and managerial engagement, assessment and decision-making within the context of collaborative and autonomous practice

The Moving Image

This module explores the development of movement in visual culture including televisual techniques, and aesthetic and dramatic representation. The module also covers practical skills such as vlogging and smartphone video production.

Understanding Social Media

Maps some of the most important social, political and cultural changes associated with the rise of social media. Students will explore issues relating to policy and regulation of social media and the internet more broadly as well as familiarising with critical approaches to social media communication and its implications on everyday life.

Social Media, Journalism & Democracy

Development and direction of social media, its impact on political, economic and social life and the implications for journalism and civic engagement. Students will set up their own strategic social media campaign.

SEMESTER 2

CORE MODULES

Science and Health in the Media

Roles and responsibilities in representing scientific and medical data to wider audiences through various media. Through examples, students look critically and analyse science in the media and the

evolving relations between scientists, policymakers, creatives and journalists from theoretical, organisational, professional and cultural perspectives.

Data Communication

This module takes the student through the various ways increasingly complex technical data needs to be reviewed, assessed for accuracy and relevance, categorised and represented in different formats, from infographics to digital storytelling.

Project/Dissertation

Students will engage in an extensive examination of a topic in science and /or health communication, or produce a large-scale piece of creative or journalist work on science-based topics. The academic dissertation and the media production project both represent a substantial piece of independent work by students.

INTRA work placement

Practical employment placement in a company or agency that engages significantly in science, technology, health or medical communication. You will be required to take part in that work and to report on their contribution. If you are working part-time or on secondment, your current role, if aligning with the course objectives, may be utilised for this purpose.

MODULE OPTIONS (choose ONE)

Informatics in eHealth

This module will prepare health care professionals to actively contribute to the role of health informatics in eHealth. Adopting a solution focused approach to National and EU eHealth transformational programmes, students will critically review and report on the application of core competencies required to practice in an ICT enabled health and social care environment.

Media and Communication Skills

Learning and practice transferrable skills required to communicate technical information responsibly using writing, presentation and performance (creative and broadcast).

Gender and Sexuality in Digital Culture

Using theoretical frameworks taken from gender/sexuality studies as well as media studies, this module will explore a broad range of issues relating to gender, sex and sexuality as they are mediated online and in popular culture.

Media Audiences and Consumption

The importance of audience studies for media studies and for society, culture and politics are addressed. This aims to familiarise students with a broad range of theories and methods used in the study of film and television audiences in both a historical and contemporary context.