

Institute of Molecular Biosciences

MBMB607 Research Communication to General Public

Course Syllabus

Course Description

MBMB607 Research communication to general public aims to provide students how to communicate research to general public. This course will help students think like listeners and come up with new ideas to communicate to them, form technical term to general message, and understand different types of communication method. It includes real examples to give students a clear picture of what it takes to succeed in the communication. The course focuses on practical skills for building a successful communication to general public.

Credit 2 (Lecture–Laboratory–Self-study: 2-0-4 hours. /week)

Course Coordinator:

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Instructors:

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Office hours: Instructors provide individual or group counseling and guidance via emails or in person based on an appointment during office hours, 9.00 a.m. – 5.00 p.m.

Class time

- Section 1: Every Tuesday, 10:00AM-12:00PM

Course Objectives

1. To develop an understanding of general public communication
2. To enhance skills in communication ideas to general public
3. To learn about starting and creating message
4. To understand a different type of communication method and analyze real-world case studies

Course-level Learning Outcomes: CLOs

After completing the course, students are able to: (CLOs)

- **CLO1:** Explain the importance and role of interaction and communication of research, using examples from case studies and real-world scenarios.
- **CLO2:** Describe how specialized communication knowledge can be applied in designing and creating in solutions related to high-quality research in Molecular and Integrative Biosciences and contributing to general public.

- **CLO3:** Explain key concepts of research communication, such as listeners, approaches, showing an understanding of their application and ethic in the real world.
- **CLO4:** Demonstrate the ability to use creativity skills and effectively communication to general public in different settings, specifically to synthesize complex knowledge in scientific research.

Evaluation Methods and Weights

Student will receive a Letter Grade (A, B+, B, C+, C, D+, D and F) at least D to pass the course. The evaluation methods are listed below.

#	Quiz	Weight
1	Class participation	15
2	Assignment	50
3	Final Presentation	35
	Total	100

Schedule

Week	Topic	Teaching Approach	Assessment/ Assignment	Instructor
1	Course Introduction <ul style="list-style-type: none"> - Introduction to research communication to general publication - Overview of creative research communication Defining general publication - Approaches and its differences 	Active Learning		Narisra K.
2	Book/ Magazine <ul style="list-style-type: none"> - Functions and Features - Role of communication in research - Examples of the Use of the book/magazine for research communication - Factors influencing research 	Active Learning/ Experienced based Learning		Narisra K./ Puay O.
3	Book/ Magazine: <ul style="list-style-type: none"> - Research communication to general public via Book/ Magazine 	Presentation and Discussion	Assignment I	Narisra K./ Puay O.
4	Flash Presentation/ Poster <ul style="list-style-type: none"> - Functions and Features - Role of communication in research - Examples of the Use of the Flash Presentation/ poster for research communication - Factors influencing research 	Active Learning/ Experienced based Learning		Narisra K./ Mayuree R.
5	Flash Presentation/ Poster <ul style="list-style-type: none"> - Research communication to general public via Flash Presentation/ Poster 	Presentation and Discussion	Assignment I	Narisra K./ Mayuree R.
6	Case study and exercise in real environment/ scenario	Experienced based learning		Narisra K.

Week	Topic	Teaching Approach	Assessment/ Assignment	Instructor
7	Video/ Clip/ Digital Media - Functions and Features - Role of communication in research - Examples of the Use of the video/ clip for research communication - Factors influencing research	Active Learning/ Experienced based Learning		Narisra K.
8	Video/ Clip/ Digital Media - Production & Exploration in MB Studio for Video/ Clip	Active Learning/ Experienced based Learning		Narisra K.
9	Video/ Clip/ Digital Media - Research communication to general public via Video/ Clip	Students' Presentation and Discussion	Assignment I	Narisra K.
10	Digital interactive/ social media - Functions and Features - Role of communication in research - Examples of the Use of the digital media/interactive tool for research communication - Factors influencing research	Active Learning/ Experienced based Learning		Narisra K.
11	Digital interactive / social media - Research communication to general public via Online Media / Interactive tools	Presentation and Discussion	Assignment I	Narisra K.
12	Pitching/ Commercial - Functions and Features - Role of communication in research - Examples of the Use of the pitching/ commercial for research communication Factors influencing research	Active Learning/ Experienced based Learning		Narisra K./ Surapon P.
13	Pitching/ Commercial - Research communication to general public via Online Media / Interactive tools	Presentation and Discussion	Assignment I	Narisra K./ Surapon P.
14	Case study and exercise in real environment/ scenario	Experienced based learning		Narisra K.
15	Final Presentation/ Reflection/ After Action Review	Final Presentation	Assignment II	All

Class and Suggest Materials

No textbooks are required for the course. All class materials will be provided in the class. Students are encouraging to also do self-study on the following materials such as:

- Creative Research Communication: Theory and Practice

Academic Honesty

Violations of academic honesty and integrity in this course will not be tolerated. You may consult with classmates regarding homework assignments and projects, but you may neither copy their work nor supply your work to them. The instructor will deal strictly with any violations. Our advice to you is: immerse yourself in the class, learn the material. The benefit and enjoyment you will receive as a result of hard-work will be much more valuable than any grade you might receive as a result of cheating

Assessment/Assignment

- Class participation 15%

PLOs	CLOs	Criteria	Details	Score
3	3	Attendance	Attend to the class	1
			Absent	0
		Punctuality	Punctual	1
			10 minutes Late / Absent	0

Assignment I: Research communication and its effective communication to general public (50%, 10% each)

The students will be asked to analyze, exercise real case research communication about related interest research topic through communication methods/ approach. Then, the students must discuss in aspect of research communication to general public through the specific communication method in the classroom together. (submission: Report and Presentation)

Assignment I: Research and My communication designed applications to general public criteria 50%, 10% each (Criteria: Punctuality, Analysis, Design)

PLOs	CLOs	Criteria	Details	Score					
3	3	Punctuality	Punctually submit the Reflective report.	0					
			1-7 days late in submission.	-1					
			More than 7 days late in submission.	-2					
			Not Submit.	-3					
PLOs	CLOs	Criteria	Details	Score					
				Very good	Good	Accept able	Poor	Very poor	
				5	4	3	2	1	
1	1	Analysis	Able to state what is the communication method and key concept of the communication.						
			Able to state what are the research objectives of the communication.						
			Able to state who are the listeners						
			Able to state what are key features of the research communication tools used for the research.						
			Able to state how to use the research communication tool(s) in delivering the research content to / or for engage the listener.						
4	4	Design	Able to explain idea for applying the communication mixed to general public for his/her own future research communication.						

Assignment II: The research communication and my communication method designed applications (35%)

The students will be asked to elaborate the functions, features and effective research communication of each communication method. Then, the students must design their own research context by applying such communication method, present it and discuss in aspect of enhancing engagement through the specific research communication to general public. (submission: Report and Presentation)

Assignment II: Research and My communication designed applications to general public criteria 35%, (Criteria: Punctuality 5%, Analysis 10%, Design 10%, Utilize 10%)

PLOs	CLOs	Criteria	Details	Score					
3	3	Punctuality	Punctually submit the Reflective report.	0					
			1-7 days late in submission.	-1					
			More than 7 days late in submission.	-2					
			Not Submit.	-3					
PLOs	CLOs	Criteria	Details	Score					
				Very good	Good	Acceptable	Poor	Very poor	
				5	4	3	2	1	
1	1	Analysis	Able to state what is the communication method and key concept of the communication.						
			Able to state what are the research objectives of the communication.						
			Able to state who are the listeners						
			Able to state what are key features of the research communication tools used for the research.						
			Able to state how to use the research communication tool(s) in delivering the research content to / or for engage the listener.						
4	4	Design	Able to explain idea for applying the communication mixed to general public for his/her own future research communication.						
2	2	Utilize	Able to utilize the creativity and skill for specific research communication to general public						