

**SCHOOL OF PROFESSIONAL COMMUNICATION**

**3<sup>RD</sup> FLOOR, ROGERS COMMUNICATIONS CENTRE  
PROCOM.RYERSON.CA**

**CMN 600  
SCIENCE, COMMUNICATION, AND SOCIETY**

**1.0 Course Description**

This course examines how critical scientific issues are communicated to science's major stakeholders, the public and government, and within the scientific community itself. What works, what doesn't, and why? In today's multi-channel, electronic and media-dominated society, which communication strategies work best to ensure that complex issues of vital importance are communicated in a clear and engaging way? The course challenges students to theorize how science is, and should be, communicated in diverse social contexts. **Lecture: 3 hours.**

**2.0 Course Objectives/Learning Outcomes**

- To conceptualize science within its larger social, political and economic context using communication as the mediating perspective
- To analyze and critically evaluate a range of scientific discourses
- To adapt specialized scientific information for diverse lay audiences in multiple ways

**3.0 Topics Covered**

- 3.1 The relationship between science, communication, and society
- 3.2 Issues and responsibilities of science communication
- 3.3 Analysis and functions of primary stakeholders
- 3.4 Communication channels and products
- 3.5 Ethics and science communication

**4.0 Teaching Method**

**4.1 Lectures and Guest Speakers**

Classes will consist of interactive lectures, guest speakers, and activities. Some activities, such as simulations, may be online. Students will work both individually and in groups.

## 4.2 Graded Assignments and Exam

Evaluation will be based on a minimum of three assignments.

## 5.0 Course Materials

### 5.1 Textbook

All required readings are available online and can be accessed through the course website. Participation in an online simulation is required. The anticipated cost of the simulation is \$39 per student. Students must purchase access to the simulation in order to complete some of the assignments in this course.

## 6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

### 6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at [copyrt@ryerson.ca](mailto:copyrt@ryerson.ca) for questions, concerns and clarification of the copyright rules.

### 6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

#### **6.4 Email Communication**

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

#### **6.5 Video and Audio Recording**

No video or audio recording is permitted in class without the express permission of the instructor.

### **7.0 Ryerson's Learning Management System**

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).