

**COURSE DATA****Data Subject**

Code	46481
Name	Producción y difusión de contenidos divulgativos
Cycle	Master's degree
ECTS Credits	9.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
2252 - Master's Degree in History of Science and Scientific Communication	Faculty of Medicine and Odontology	1	Second term

Subject-matter

Degree	Subject-matter	Character
2252 - Master's Degree in History of Science and Scientific Communication	8 - Producción y difusión de contenidos divulgativos	Optional

Coordination

Name	Department
SUAY MATALLANA, IGNACIO	225 - History of Science and Documentation

SUMMARY

The module begins with a brief introduction to this branch of specialized journalism that reports on scientific issues. Next, it considers the main genres to explain science: the news that addresses scientific and technological aspects; interview and report. It analyzes the peculiarities of the institutional communication of science; the negotiations with the media from the cabinets, as well as the dissemination of science on social networks and the creation of multimedia content. It also addresses other formats typical of dissemination such as podcasting or fiction. Lastly, it reflects on the challenges of science communication: fact checking projects and media education. All this with an eminently practical approach in which the student body will improve their informative skills and will know examples and references.

As it is an interuniversity master's degree, complete information can be found on the master's website, at the following address: <http://www.historia-ciencia-comunicacion.org>

Prof. in charge: Alicia de Lara (a.lara@umh.es)



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

2252 - Master's Degree in History of Science and Scientific Communication

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Describir los procesos de producción y consumo del conocimiento científico, así como los mecanismos de comunicación social de la ciencia, con sus diversos medios, espacios y protagonistas.
- Conocer las diversas formas de popularización de la ciencia.
- Identificar e interpretar textos de carácter divulgativo, periodístico o ensayístico relacionados con la ciencia, la medicina y la tecnología.
- Identificar las principales fuentes de información relacionadas con la comunicación científica, así como otras herramientas de recuperación de información (principales repertorios bibliográficos y bases de datos).
- Idear, planificar, organizar y redactar un trabajo de investigación.
- Aplicar técnicas de búsqueda, identificación, selección y recogida de información especializada.
- Aplicar métodos de análisis crítico para estudiar fuentes textuales, iconográficas y materiales relacionadas con la medicina, la ciencia y la tecnología.
- Comprender las diversas tareas comunicativas e informativas destinadas a concebir, articular y dirigir todo tipo de productos en cualquier soporte técnico, medio, sistema o ámbito en el área de la comunicación científica.
- Identificar y analizar críticamente textos de divulgación de la ciencia en sus diversas modalidades.



- Discutir y valorar las perspectivas, las controversias y los métodos de trabajo de las principales líneas de la investigación en el área de la información y la comunicación social de la ciencia.
- Conocer y utilizar con destreza las principales fuentes de información relacionadas con la comunicación científica, así como otras herramientas de recuperación de información (principales repertorios bibliográficos y bases de datos).
- Conocer las tendencias museológicas actuales y los problemas relacionados con la elaboración de exposiciones relacionadas con la medicina, la ciencia y la tecnología.
- Planear, componer y redactar textos de divulgación científica.
- Idear propuestas expositivas en el terreno de la divulgación científica.

Understand the various communication and information tasks aimed at conceiving, articulating and directing all types of products in any technical support, medium, system or field in the area of scientific communication.

Identify and critically analyze popular science texts in its various modalities.

Discuss and assess the perspectives, controversies and working methods of the main lines of research in the area of information and social communication of science.

Know and skillfully use the main sources of information related to scientific communication, as well as other information retrieval tools (main bibliographic repertoires and databases).

Know the current museological trends and the problems related to the elaboration of exhibitions related to medicine, science and technology.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	90,00	100
TOTAL	90,00	

TEACHING METHODOLOGY

Cooperative learning: Develop active learning through cooperative work strategies between students and fostering shared responsibility to achieve group goals.

Case study: Acquisition of learning through the analysis of real or simulated cases, in order to interpret and solve them, training various alternative solution procedures.

Lecture/Lecture: Transmit knowledge and activate cognitive processes in the student, involving their participation.

Practical works: Reexamine, and put into practice previous knowledge by different readings and works.



EVALUATION

Written assignments, exercises and seminars of the module. Weighting 50-70%

Extra and voluntary activities. Weighting 0-20%

Active participation in the sessions, forums and seminars of the module. Weighting 20-40%

The usual procedures will be used to confirm the identity of the student and their authorship, applying, where appropriate, the corresponding regulations on plagiarism.

https://www.uv.es/plagio/pginas_web.html

<https://sga.ua.es/es/normativa-academica/ees/evaluacion-de-los-aprendizajes/evaluacion-de-los-aprendizajes.html>

<https://estudios.umh.es/presentacion/normativas/evaluacion-y-progreso-y-permanencia-del-estudiantado-en-la-umh/>

REFERENCES

Basic

- Calvo Hernando, Manuel. "Ciencia y periodismo". Centro de Estudios para el Fomento de la Investigación.

Lara González, Alicia de. Gómez, Ángeles. "Ciencia y periodismo : Una es de Marte y otra es de Venus /". Editorial Electrónica UMH.

Additional

- Lyon, William. "La escritura transparente cómo contar historias". Libros del K.O.