

## **EE18 - Principles of Diffusion and Communication of Scientific and Technological Knowledge**

**Tutor: Vassilis Koulaidis**

Semester: 4th

ECTS: 4.5

### **Short Description:**

The course deals with the mechanisms and procedures employed in the diffusion and communication of scientific and technological knowledge for non-expert audiences. These mechanisms and procedures have crucial implications for decision making practices in a variety of sectors in a knowledge-based society.

### **Aims:**

The objectives of this course are to familiarise students with:

- Contemporary communication theories
- The communication fields through and within which scientific and technological knowledge is circulated (interspecialist field, intraspecialist field, education, mass media);
- The communication and reception procedures with regard to techno-scientific knowledge occurring in the public domain; and
- The basic principles and methodologies employed in communicating techno-scientific knowledge to non-experts (e.g. narratives, analogies, metaphors).

### **Learning Outcomes:**

Students who complete this course will be able to:

- Recognise the circumstances under which communicating science and technology to non-experts becomes necessary
- Plan activities for diffusing and communicating science and technology to non-expert audiences
- Employ a variety of expressive tools for popularizing techno-scientific knowledge for the benefit of non experts.

### **Structure:**

13 three-hour lectures

### **Assessment:**

Student assessment is achieved through a combination of written examinations (80% of the total score) and small-scale projects allocated to groups of students and presented during the semester (20%).

### **Bibliography:**

- M.A.K. Halliday (2004), The language of Science, Greek edition Athens: Metaichmio.
- V. Koulaidis, K.Dimopoulos, S.Sklaveniti and V. Christidou (2002), The texts of techno-science in the public domain, Athens: Metaichmio