

SCIENCE COMMUNICATION, GRADUATE/PROFESSIONAL CERTIFICATE

The Department of Life Sciences Communication (LSC) is a world leader in science communication research, education, and practice. The Certificate in Science Communication allows students enrolled in any graduate or professional program at UW-Madison to supplement their existing graduate coursework with a transcriptable certificate in science communication. The certificate is appropriate not only for students in the physical sciences, biological sciences, and engineering fields, but also for students in professional degree programs (law, veterinary medicine, etc.).

Graduate students interested in the ethical, legal, and social implications of emerging technologies, or who want to build an intellectual foundation for a future career in policy or various mission agencies (e.g., AAAS policy fellowships) dealing with public understanding and communication of science will find this certificate particularly valuable.

More information may be found on the department website (<https://lsc.wisc.edu/>).

ADMISSIONS

This certificate is open to any UW-Madison student enrolled in a graduate level program outside of LSC (GRAD, LAW, MED, PHARM, VMED). Students can declare their intent to pursue the certificate by completing the Add/Change/Discontinue application process (<https://grad.wisc.edu/documents/change-program/>) through the Graduate Student Portal (found in MyUW) and selecting the Certificate in Science Communication. Students are strongly encouraged to contact LSC's academic advising manager or Director of Graduate Studies (see Contact Information box on this page for emails) to discuss course planning.

Students are not allowed to earn both the science communication graduate certificate and doctoral minor in life sciences communication.

FUNDING

GRADUATE SCHOOL RESOURCES

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (<https://grad.wisc.edu/funding/>) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

REQUIREMENTS

- Total credits required: 10
- Minimum cumulative GPA of 3.5 or higher in all LSC courses

- Courses must be at the 300 level or above and must have the graduate attribute to count toward the minimum graduate coursework (50%) rule.
- Previous coursework from other institutions and undergraduate coursework at UW-Madison cannot be counted toward the certificate.

Code	Title	Credits
<i>Core Courses</i>		<i>4</i>
LSC 700	Colloquium in Life Sciences Communication	1
LSC 720	Introduction to Communication Theory and Research	3
or LSC 625	Risk Communication	
or LSC/ENVIR ST/ JOURN 823	Science and Environment Communication	
or LSC 902	Public Opinion of Life Science Issues	
<i>Select two approved electives</i>		<i>6</i>
LSC 340	Misinformation, Fake News, and Correcting False Beliefs about Science	
LSC 350	Visualizing Science and Technology	
LSC 430	Communicating Science with Narrative	
LSC 432	Social Media for the Life Sciences	
LSC 435	Brand Strategy for the Sciences	
LSC 440	Digital Media and Science Communication	
LSC 450	Documentary Photography for the Sciences	
LSC 460	Social Media Analytics	
LSC 532	Web Design for the Sciences	
LSC 560	Scientific Writing	
LSC 561	Writing Science for the Public	
LSC 625	Risk Communication	
LSC 660	Data Analysis in Communications Research	
LSC/ENVIR ST/ JOURN 823	Science and Environment Communication	
LSC 875	Special Topics	
LSC 902	Public Opinion of Life Science Issues	
<i>Total Credits</i>		<i>10</i>

PROFESSIONAL DEVELOPMENT

GRADUATE SCHOOL RESOURCES

Take advantage of the Graduate School's professional development resources (<https://grad.wisc.edu/pd/>) to build skills, thrive academically, and launch your career.

LEARNING OUTCOMES

1. Communicate complex ideas effectively across different audiences, including underrepresented or particularly vulnerable audiences.

2. Select and utilize the most appropriate theories, methodologies, tools, and practices to communicate about science.
3. Collect relevant evidence designed to answer questions related to scientific challenges faced by industry, universities, and non-profits.
4. Discuss some of the ethical, legal, and social implications of science.

PEOPLE

PROFESSORS & INSTRUCTORS ([HTTPS://LSC.WISC.EDU/PEOPLE/FACULTY-RESEARCH-STAFF/](https://lsc.wisc.edu/people/faculty-research-staff/))

Brossard, Dominique (chair)

Chen, Kaiping

Chinn, Sedona

Fisher, Madeline

Li, Nan

Newman, Todd

Patterson, Dexter

Scheufele, Dietram (director of graduate studies)

Shaw, Bret

Stanley, Don

Xenos, Michael