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Effective communication for biodiversity conservation (3CB2007)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en conservation de la biodiversité	**Cours: 28 pg**	**Voir ci-dessous**	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

WYSSBROD Valérie

Contenu

Communication skills are of great importance for future biodiversity conservation specialists. During this course, students will learn how to communicate with peers on issues relating to biodiversity conservation (article, master thesis, conference presentation), but also how to communicate with a wider, non-expert audience (e.g. press article, wiki, video, interview) and make their knowledge accessible.

! Students have to participate actively in the discussions during classes. Presence is compulsory for coaching sessions.
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Forme de l'évaluation

The evaluation of this class is based on a graded continuous assessment, consisting of the following points: (details will be provided at the beginning of the class)

1. Two projects (wiki, newspaper article, interview, texte capsule RTS or video)

2. Reflexive paper “What did I learn”
between 3000-4000 characters including spaces (1 A4 page) on the “Effective communication for biodiversity conservation” class.

Attendance at 11/13 sessions is mandatory. Missing more than two sessions without a valid reason (to be discussed with the teacher) will result in a failure of the course.

Modalités de rattrapage

In case of insufficient grade, a reexamination must be registered at the next exam session, the same year and coordinated with the teacher (not in Pidex, contact the professor).

Documentation

All the required documents and instructions will be communicated using the Moodle platform

Pré-requis

For students registered to the Master in biodiversity conservation: Courses “Introduction to the Law of Biodiversity Conservation”, “Effective communication for biodiversity conservation” and “Evidence-based conservation of ecosystems” must be taken in the same year.

Forme de l'enseignement

The course utilizes different teaching activities which imply a variation of roles for students: frontal teaching, exercises, collective discussions, conferences made by extern specialists, group work, individual work.

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Communicate in a clear and simple way
- Differentiate scientific communication strategies for experts versus the general public
- Assimilate different communication theories (e.g.: Aristotle’s, Lasswell’s, Shannon-Weaver’s model of communication, etc.)

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- Produce scientific information for large audiences
- Use multimedia tools to create a convincing message

Compétences transférables

- Establish a strategy to reach goals
- Manage a project (e.g.: plan, set objectives, reach deadlines, …)
- Develop your creativity
- Work in a group with colleagues
- Carry out initiatives to build your independence