

Spring 2023 – GRAD 8961
Science Storytelling

Friday, March 24 and Friday, March 31 9am – 4pm
Lalumiere 292

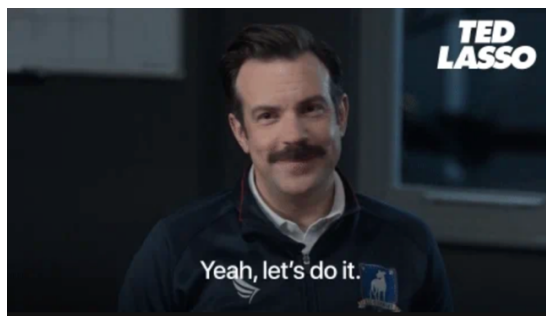
Please wear comfortable clothing and shoes. This course will have interactive activities that may require some mild physical activity.

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Learning Objectives: By the end of this course, you should be able to:

- * Understand and apply storytelling principles to science communication
- * Reframe and clarify complex jargon for a broad audience
- * Demonstrate ways to make productive connections with audiences
- * Understand the ethics of persuasive science communication
- * Identify best practices in storytelling skills, including writing, editing and delivery for a variety of audiences
- * Produce a science communication presentation that demonstrates storytelling skills

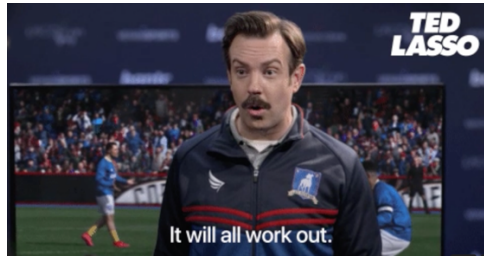
Course Description: This course provides storytelling development and experience for graduation students in STEM research. We will explore the art of effective storytelling to communicate complex scientific concepts for a diverse audience. Students will learn how to create narratives that connect with audiences emotionally while maintaining the integrity of the research. We will cover the principles of storytelling, effective and ethical communication, audience analysis, and presentation delivery.



Class Culture & Expectations: We will be actively engaged in making this class a productive and relevant learning experience for everyone. To do this, we will create an active learning environment by incorporating multiple examples to provoke your imagination, facilitating discussions to engage your thinking, and facilitating activities to apply your knowledge.

To have a successful class, we need you, as learners, to be our partners. Through your active engagement with the material, you will increase your understanding of class material and refine your analysis of and opinions about issues addressed in class. Adopting this approach to the class will allow you to fully grasp the material and help you develop a storytelling lens that you can use throughout your career and in your communities.

Creating this type of classroom requires a commitment from you. What you take from, and your enjoyment of, this class will largely depend on our ability to work in partnership. We expect a great deal of ourselves and our students, and we will continually challenge ourselves and you to be positive contributors and critical thinkers.



Class Format: Because we only meet in person twice, you are expected to be in class for both Friday sessions in their entirety. At least one appointment in The MIC Speakers Lab is also required in between the Friday classes.

The MIC Speakers Lab: The MIC is Marquette's on-campus resource, located in Johnston Hall 504, offering one-on-one tutoring sessions for students wanting to become better speakers. We offer in-person and virtual appointments. Our trained tutors help students in all aspects of presentation development from brainstorming ideas, writing and organizing content to practicing effective delivery and creating visuals. Our mentors offer constructive feedback and tools to improve one's confidence in public speaking. You are always welcome to utilize this service for any presentation throughout your time at Marquette and beyond.

You can register and schedule your appointment(s) with The MIC here: <https://www.marquette.edu/themic/>

Presentations/Storytelling:

Impromptu: You will have multiple opportunities for impromptu presentations during class.

Prepared: This informative presentation will be developed between week one and week two. You will present it on the morning of March 31.

Group: You will work through a group presentation and present it on the second Friday of the course.

Delivery: You will choose a children's book that you can read within five minutes to practice vocal variety in public speaking.

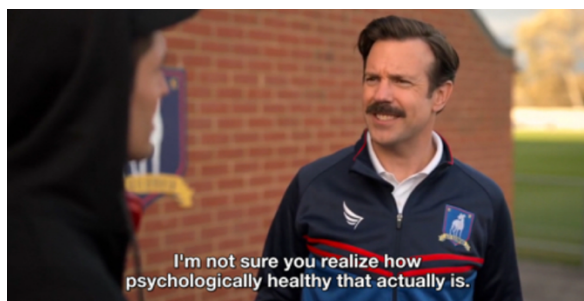


Marquette Honor Pledge

The College of Communication adheres to university policy on academic dishonesty. For more information on MU's Honor Code and Pledge: <http://www.marquette.edu/provost/integrity-index.php>

Counseling Center Sometimes personal or health issues such as depression, anxiety, stress, career uncertainty, and/or relationships can affect your ability to function well. Living through a global pandemic also tests our mental health in ways we could never have anticipated. If you feel any of this is happening to you, please contact the Counseling Center. The Counseling Center offers free, confidential counseling services for all full-time students. For more information or to make an appointment call 414-288-7172 or visit their website at www.marquette.edu/counseling.

Disability/Educational Services: If you need accommodations, you have a right to have them met. Notify us as soon as possible so we can help. Please contact the Office of Student Educational Services (OSes) located in Coughlin Hall room 125 (288-4252) and/or the Office of Disability Services (ODS) 5th floor of the 707 Building (288-1645) for additional information. See also <http://www.marquette.edu/oses> and <http://www.marquette.edu/disability-services>. Reasonable and effective accommodations will be provided to students with appropriate documentation, in accordance with federal, state, and MU guidelines.



Our Commitment to Inclusion and Equity:

We would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.). We also understand that the current crisis of covid, economic disparity, and health concerns could impact the conditions necessary for you to succeed. Our commitment is to be there for you and help you meet the learning objectives of this course. We do this to demonstrate our commitment to you and to the mission of Marquette to be people for and with others and to care for the whole student (Cura Personalis). If you feel your performance in the class is being impacted by your experiences outside of class, don't hesitate to come and talk with us. We want to be a resource for you (Marquette can provide financial assistance, food assistance, computers, and counseling services, and provide a specific request if you complete a [Concern and Care Form](#)).

Emergency Plan: Every Marquette University campus building has emergency shelter and evacuation plans. Familiarize yourself with the plans of this building. Make sure to note the routes to the lowest level of the buildings for shelter during inclement weather, as well as exits from the buildings in the event of fire or other emergencies. Please add the phone numbers for MUPD to your phone -- non-emergency: 414.288.6800; emergency: 414.288.1911.

Course Requirements & Grading Scale:

Grades will be assigned based on the completion of the two class periods and attendance to the MIC lab. Furthermore, class participation will also be used as part of the assessment.

Grade	Percentages
A	94 – 100%
A-	90 – 92.99
B+	87 – 89.99
B	83 – 86.99
B-	80 – 82.99
C+	77 – 79.99
C	73 – 76.99
C-	70 – 72.99
D+	67 – 69.99
D	60 – 66.99
F	0 – 59.99

Tentative Schedule

To allow for the best possible class, it is important that we remain flexible. As each day develops, we may make changes to better accommodate your specific needs and interests.

CLASS MEETING	TOPIC / ACTIVITY	ASSIGNMENT
WEEK ONE March 24	1.Introductions and overview and expectations 2. Need for Effective Communication and Storytelling in SciComm 3. Interpersonal Communication	impromptu activities throughout the day; prepared informative presentation assigned for next week afternoon: presentation delivery development activity
Between March 27 - March 30	VISIT The MIC Speakers Lab	attend at least one appointment in The MIC to help prepare for informative presentation
WEEK TWO March 31	1. Prepared Informative presentations 2. Ethics of persuasive storytelling 3. intergenerational communication 4. Group Presentations: TikTok/YouTube video template or K-12 presentation 5. Final considerations and Questions	prepared informative presentations: 4 - 5 minutes each; feedback/reactions in class: develop and produce sci-comm video; group viewings and feedback