



AQUA-Angebot im WS 2013/2014

Institut/ Bereich	Institut für Kommunikationswissenschaft
Veranstaltungstitel	Science Communication I
Veranstalter/in	Prof. Dr. Dietram A. Scheufele
Ansprechpartner/in für Rückfragen oder Anmeldung (Tel. /Mail)	Zur Teilnahme bitte beim AQUA-Beauftragten des Instituts (aqua.kowi@mailbox.tu-dresden.de) anmelden.
Art der Veranstaltung	Vorlesung
Termin(e) und Veranstaltungsort	Mo (6) 16:40 – 18:10 Uhr
Umfang der Lehrveranstaltung	2 SWS
Beschreibung/ Ziele der Veranstaltung	<p>The English taught lecture „Science Communication I“ deals with the question, how media coverage of scientific news affects the public opinion on these matters.</p> <p>The focus is on the societal perception and acceptance of future-oriented technologies, such as nanotechnology, and its portrayal in the media. It will be shown that controversial debates, resulting from risk-oriented news coverage about science, strongly influence how people think about innovative technologies.</p> <p>The lecture will give an overview on theoretical approaches and empirical data in the field of science communication and public opinion research. The theoretical background on risk-perception will further help students to understand the complexity of science communication in the media and its effects on public attitudes toward science.</p> <p>The lecture will comprise the following topics:</p> <ul style="list-style-type: none">• Modern societies and the Nano-Bio-Info-Cogno (NBIC) revolution• Heuristics and biases: Is there a rational audience for science communication?• Micro-theories: Perceptual biases and their effects on science audiences• Macro-theories: Spiral of Silence and Cultivation of science attitudes• Tapping public attitudes toward science

	<ul style="list-style-type: none"> • Science journalists as actors in the policy arena • How societal debates about science are born? Building agendas and establishing frames • What the public does and doesn't understand about science? • Information processing strategies of a miserly science audiences • Do media influence citizen opinions and attitudes? The Role of agenda-setting, priming, and framing • It's not just information: The interaction of information, values, and frames • The role of interpersonal talk: Lay audiences struggling to make sense of science <p>Is "better" public and strategic communication about science possible? And is the internet going to help?</p>
Voraussetzungen/ Vorkenntnisse	keine
Literatur	wird in der Veranstaltung bekannt gegeben
Begrenzung der Teilnehmeranzahl	200
Angeboten für folgende Studiengänge/ Verwendbarkeit	AQUA, Studium Generale
Anmerkungen	