



AQUA-Angebot im Sommersemester 2012

Institut/ Bereich	Institut für Kommunikationswissenschaft
Veranstaltungstitel	Science in Media and Public Opinion
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 und Blockveranstaltung
Termin(e) und Veranstaltungsort	Beginn mit Kick-Off Veranstaltung am 06. Juni 2012, Mi (6), TRE/MATH + Block-Abschlussveranstaltung (Termin wird in der Lehrveranstaltung bekannt gegeben, Teilnahme für Crediterwerb obligatorisch)
Umfang der Lehrveranstaltung	2 SWS (2 CP für Teilnahme + 2 CP Klausur)
Beschreibung/ Ziele der Veranstaltung	<p>The English taught lecture „Science in Media and Public Opinion“ deals with the question, how media coverage of scientific news affects the public opinion on these matters. 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• 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-

	<p>setting, priming, and framing</p> <ul style="list-style-type: none"> • 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 • Is "better" public and strategic communication about science possible? And is the internet going to help?
Voraussetzungen/ Vorkenntnisse	keine
Literatur	Wird in der Lehrveranstaltung bekannt gegeben.
Begrenzung der Teilnehmeranzahl	300
Angeboten für folgende Studiengänge/ Verwendbarkeit	AQUA, Studium Generale
Anmerkungen	