

Anthropology 169/269
Communicating Science

Giving talks, writing journal papers, applying for grants

Description

Scientific work only has value if it is communicated to others. The presentation of research results is therefore an integral part of the scientific process. While style is no substitute for substance, good science poorly communicated is effectively bad science. This course covers the principles and practice of effective scientific communication, both written and oral. Three main formats will be considered: the grant application, the professional talk, and the scientific journal paper. Ideally, students will produce a real grant application, talk, or research paper as their term project, though students in earlier stages of their programs are equally welcomed.

Course Information

Mondays and Wednesdays 1:15 pm – 3:05 pm

Main Quad Building 160, Room 317

3-5 units (all enrolled students have same responsibilities, lower unit option is for students who are up against a maximum unit cap)

Instructor

Prof. David DeGusta

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Office: Main Quad Building 80, Room 208

Office Hours: Mondays and Wednesdays 1-2pm

Texts

Anholt RRH. 2005. Dazzle 'em with Style: The Art of Oral Scientific Presentation, *Second Edition*. Academic Press: San Diego, CA. ISBN 0123694523. 192 pages. ~ \$25.

Davis M. 2004. Scientific Papers and Presentations, *Second Edition*. Elsevier/Academic Press: San Diego, CA. ISBN 012088420. 336 pages. ~ \$30.

Montgomery SL. 2003. The Chicago Guide to Communicating Science. The University of Chicago Press: Chicago, IL. ISBN 0226534855. 228 pages. ~ \$15.

OPTIONAL: Feibelman PJ. 1993. A PhD is Not Enough. Addison-Wesley: Reading, MA. ISBN 0201626632. 109 pages. ~ \$15.

Plus a reader of articles and excerpts (to be distributed on CD-ROM).

Grading

Students will be graded based on a course project, which is a grant application, a scientific journal paper, or a professional talk/poster. You *must* submit at least one of these, but you can submit up to three (one in each category). You will receive detailed feedback on every project you submit, but your grade is based on only the best one. You must also submit at least one revision of a course project. Approximately 70% of your grade is based on your original submission, 20% based on the revision, and 10% for class participation.

Due Dates for Talks/Posters:

Fri 2/13 Title and Abstract (via e-mail to degusta@stanford.edu)
Wed 2/18, Mon 2/23 Presentation of Talk/Poster
Wed 3/11 Presentation of Revised Talk/Poster

Due Dates for Grants/Journal Articles:

Fri 2/13 Title and Abstract (via e-mail to degusta@stanford.edu)
Mon 3/2 Submission of Grant Application/Journal Article
Wed 3/18 Submission of Revised Grant Application/Journal Article

Late assignments will be accepted only with *prior written permission* of the instructor, and only then under *extreme* circumstances.

Schedule

Students are expected to have completed the reading *before* the listed class session.

<u>Class</u>	<u>Topic and Reading</u>
1/7 Wed	Course Introduction, Forms of Communication, Why It Is Important
1/12 Mon	General Principles, Tools Chapters 1-2 in Davis; Chapters 1-2 in Montgomery
1/14 Wed	Grants 1: How They Work, When to Write, Basic Principles Chapter 5 in Davis; Reader: Slack "Grant" Excerpt
1/19 Mon	holiday, no class
1/21 Wed	Grants 2: Smart Moves and Pitfalls Chapter 11 in Montgomery; Reader: Friedland Excerpt
1/26 Mon	Grants 3: Review of Sample Grants Appendix 5 in Davis; Reader: Sample Grants
1/28 Wed	Talks 1: Types, When to Give, General Approach Chapters 13, 16, and Appendix 14 in Davis; Chapter 13 in Montgomery; Start reading Anholt
2/2 Mon	Talks 2: Talk Abstracts, Visual Aids (Design, Production, and Use)

Chapters 14 & 15, and Appendices 9, 12, & 13 in Davis; Keep reading Anholt; Reader: Sample Abstracts & Sample Slides

- 2/4 Wed Talks 3: Speaking, Stage Presence, Tricks of the Trade, Thinking Quick
Finish reading Anholt; Reader: Slack “Stage” Excerpt, Alley “Talk” Excerpt
- 2/9 Mon Talks 4: Review of Sample Talks (given by instructor)
none
- 2/11 Wed Posters: Purpose, Design, and Presentation
Chapter 17 and Appendix 15 in Davis; Reader: Alley “Poster” Excerpt
- 2/13 Fri
- *If you intend to give a talk or poster, you must e-mail me by 5pm today with the following information: Title of Presentation, Poster or Talk?, Abstract, Duration (max = 15 mins), & Projection/Computer Needs (if any).*
 - *If you intend to submit a grant or journal article, you must e-mail me by 5pm today with the following information: Title of Grant/Article, Abstract, Intended Target (specify the granting agency or journal).*
- 2/16 Mon holiday, no class
- 2/18 Wed Student Talks Part I
- 2/23 Mon Student Talks Part II
IF YOUR COURSE PROJECT IS A TALK OR POSTER, YOU MUST GIVE IT ON ONE OF THESE TWO DAYS
- 2/25 Wed Papers 1: Types, Publication Process, Peer Review, Career Considerations
Chapters 7 & 9, and Appendix 7 in Davis; Chapters 6-7 in Montgomery; Reader: Slack “Publication” Excerpt, Lawrence Paper (and Responses)
- 3/2 Mon Papers 2: How to Write Well
Chapter 10 in Davis; Chapters 3-5 in Montgomery; Reader: Zinsser Excerpt, Knight Paper
- *ALL WRITTEN COURSE PROJECTS DUE TODAY*
 - *EVERYONE MUST BRING IN ONE PAGE OF AN ARTICLE THAT IS AN EXAMPLE OF VERY GOOD WRITING OR VERY BAD WRITING*
- 3/4 Wed Papers 3: Graphics & Review of Sample Papers
Chapter 11 & Appendix 10 in Davis; Chapter 9 in Montgomery; Reader: Sample Graphics, Alley “Graphics” Excerpt, Ottino Paper; Sample Papers (handed out 2/25)
- 3/9 Mon The Popular Realm
Chapter 15 in Montgomery; Reader: Slack “Popular” Excerpt, Anton Excerpt, Lamb Paper, Willems Paper; Sample Press Releases; Browse website <http://nasw.org/csn/>
- 3/11 Wed Revised Student Talks
IF YOUR COURSE PROJECT IS A TALK/POSTER, MUST GIVE REVISION TODAY
- 3/18 Wed *ALL REVISIONS FOR WRITTEN COURSE PROJECTS DUE TODAY*