**Science Communication**

"Go beyond the lab" is so significant that all the iGEMers should follow it. In this part, based on this concept, we publicize something to different groups of the public by composing music, drawing a comic, publishing monthly magazines and holding an online publicity campaign. The multi-modal publicity promotes our project to the public in diversified and attractive ways

**Compose a song—— “xxxxxx”**

When we are close to iGEM and become a member of it, our mission has already begun.

Every forceful lyric expresses our sorry for heavy metal pollution in soil,

And each melodious melody carries our appeal to protect the soil environment...

(视频形式呈现)

* Why would we deliver our science communication activities?

（歌曲的功能：背景、目的意义）

Music is the subjective resonance of people, which can break through the language restrictions, across the ages and classes, even across time and space, fully rich in power. Therefore, we want to compose a song , giving an accessible way for the public to learn more about heavy metal pollution and our project,

* Who’s our audience?

The general public.（especially）

* How did we deliver our science communication activities?

We posted the audio and video of the song on our official accounts, such as BiliBili, QQ and WeChat, which is just like Chinese YouTube, and contacted different college platforms to promote them.

* What did we do?

We collaborated with rap association and rock association of Nanjing Agricultural University and completed the lyrics and composition of the whole song. In addition, we shot a video to appeal the public for soil environmental protection.

**Draw a comic——“The Adventure of Andrew”**

（缺少简介）

（漫画形式）

* Why would we deliver our science communication activities?

The seemingly boring synthetic biology content and scientific knowledge are presented by vivid comic images, which will undoubtedly arouse great interest among our audience. Meanwhile, the language used in the comic is relatively simple, so that pre-school kids can be interested in scientific knowledge.

* Who’s our audience?

The general public, especially young parents, educators, children literature writers , and even pre-school kids

* How did we deliver our science communication activities? (booklets小册子，给孩子讲述)

We published the cartoon on the official microblog of our school and expanded its influence through forwarding and other ways. What’s more, we also presented it to primary and secondary school students when we held on the lecture and communicated with them.

* What did we do?

HP collects inspirations and writes screenplays, and then art designers draw and complete the comics.(样板收集反馈完善)

**Publish a monthly magazine——cooperate with Jiangnan\_China**

（月刊图片）

* Why would we deliver our science communication activities?

During the exchanges with the Jiangnan\_China, we have known that they issued monthly magazines to middle school students from four different provinces and areas in China. Happy to hear that, we expressed our willingness to cooperate with them and participated in the completion of their monthly magazine in October. It is hoped that middle school students can gain scientific knowledge while reading paper journals. At the same time, they can understand the seriousness of soil heavy metal pollution and have new thoughts on environmental protection.

* Who’s our audience?

Middle school students from different provinces and areas， for example

* What did we do?

Exchangingwith Jiangnan\_China，we reached a consensus. We presented our project’s overview and concept in a readable and comprehensible language, and presented the future prospects of the project in the monthly magazine.

**Hold an online campaign——cooperate with NJAU** **Youth Association**

（讲座照片+推送图片）

* Why would we deliver our science communication activities?

During the summer vacation, the Youth Association of Nanjing Agricultural University learned that the children who experienced the 2020 flood in Anhui Province were psychologically and academically affected. They hoped to help them solve these problems through online counseling and lectures. We took this opportunity to work with them to open the door of synthetic biology to these children who might not have learnt that before.

* Who’s our audience?

Children from flood-stricken areas.

* What did we do?

The most direct way to promote synthetic biology is to “teach” it in class, that is to say, holding lectures. With the platform provided by the Youth Association, we held a promotion campaign for our project in the form of an online lecture to the students to help them gain a deeper understanding of our project.