**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 our project to different groups of the public by composing a song, drawing a comic, publishing monthly magazines and holding an online publicity campaign. The multi-modal publicity not only promotes our project to the public but also educate the public in diversified and attractive ways.

**Compose a song—— “xxxxxx”**

When we are chosen to the iGEM team 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 do we deliver our science communication activities?

When crops have been affected, earthworms have died, farmers' incomes have declined and children's health has been threatened... we hope all can be restored to normal, and all can develop in a better direction via our project. With the rap, we will show our acquaintance with iGEM, expressing our team's firm belief, as well as the inner appeal.

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.

After listening to this song, listeners will have a deep understanding of the impact of lead pollution to the soil environment and even the whole society, which can enhance their understanding of synthetic biology, strengthening their awareness of environmental protection.

* Who’s our target audience?

The general public, especially someone who is attracted by music and artistic expressions.

* How did we deliver our science communication activities?

We posted the audio and video of the song on our social media accounts, such as BiliBili, QQ and WeChat, which are most popular online platforms in China. At the same time, we contacted other colleges to help us 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 do 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, which has an educational significance. The more important is that science picture books in the form of comics can help children learn to actively observe the surrounding environment and find solutions to problems, which lays a good foundation for their future development.

* Who’s our target audience?

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

* How did we deliver our science communication activities?

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 prepared some booklets for young parents, giving their children opportunities to learn more about synthetic biology in a light-hearted way. (照片)

* What did we do?

In the preliminary stage, HP collects inspirations and writes screenplays. Then, art designers draw and complete the comics.

After giving out our samples, we collected readers’ advice for the booklets, and made some improvements accordingly.

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

（月刊图片）

* Why do 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 target audience?

Middle school students from different provinces and areas, including Xinjiang, Jiangsu, Sichuan and Tianjin.

* What did we do?

Exchanging with 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 do 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 educational 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 target 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 form of an online lecture to the students to help them gain a deeper understanding of our project.

## Hold a Yulan-Road Promotion——A traditional publicity model of our team

## Why do we deliver our science communication activities?

Yulan-Road is one of the main roads in Nanjing Agricultural University, which is always of high traffic of students from different disciplines . This is a good place not only for publicizing iGEM and our project, but also for popularizing synthetic biology in students.

If some students and professors show interests in the promotion, they may give us some advice that we could never think of, which may surprisingly benefit our project.

* Who’s our target audience?

Students and professors from Nanjing Agricultura University.

* What did we do?

Our team members delivered presentations and explained more details about iGEM and our project on Yulan Road. Besides, we gave an account of the questions from the students and professors about our project and had a brief conversation with them in their interested aspects.

**Hold NAU-IGEM campus competition**

## （这一部分我们还没举办 等举办了再给老师看一下稿子~）