



Certificate of Achievement

Fridah Glelis Kariuki

has completed the following course:

DISCOVERING SCIENCE: SCIENCE WRITING
UNIVERSITY OF LEEDS

This course explored how to write about science. It covered topics including how to structure a narrative and convey a message using different written formats. It also looked at interview techniques and how to use video in communicating scientific information to different audiences.

2 weeks, 5 hours per week



Professor Paul C Taylor
Professor of Chemical Education & Director of Student Education
University of Leeds



UNIVERSITY OF LEEDS

In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds.



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DISCOVERING SCIENCE: SCIENCE WRITING UNIVERSITY OF LEEDS

90%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 5 hours per week

LEARNING OUTCOMES

- Explain what science writing is and identify different types.
- Identify how to source examples of science writing and evaluate them.
- Evaluate how science is communicated through the media.
- Identify how to define an audience, angle and the top-line in science writing.
- Demonstrate how to structure a narrative.
- Identify the appropriate use of reporting and interviewing techniques.
- Develop a news article, blog post or video script.
- Reflect on the power of science blogs and videos as communication tools.

SYLLABUS

- Examine the different forms science writing can take, and the sources for finding out about science.
- Examine the factors to consider when preparing to write your own science story, such as the angle, who your audience is, and why they will be interested in a story.
- Understand how to structure a narrative.

- Examine the different components you need to write for news articles, press releases and blogs, such as the headline for a news article.
- Understand the importance of balance in a news story and how to achieve it.
- Explore how to use video stories to communicate scientific information to different audiences.
- Explore interviewing techniques to use before and during a broadcast.
- Write a news article, blog post or video script; and review and comment on the work of other learners.

ACCREDITATION

This course has been certified by the CPD Certification Service as conforming to continuing professional development principles. By completing the course the learner has achieved 14 hours of CPD time.