



Short term Course on  
**SciComm 101**



“Offered by the Office of Communications, IISc”

**Course Schedule**

27 – 31 January, 2025 (6PM -8PM)

Last day to apply: 26 January, 2025

Course Mode: **Hybrid**



**Course Fee per participant: Rs.1000+18%GST**

**Registration link:**

<https://iisc.online/shortterm/home.html>

Offered by the Office of Communications, IISc

**Contact Us**

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Scan here for apply



### Session 1: News Writing

This session will focus on the importance of science writing, identifying newsworthy stories and breakthrough research, seeking out interesting angles, authoring articles in different formats, the importance/process of producing headlines, and guidelines for writing a clear, factual, and engaging science news story.

### Session 2: Interviews and pitching

This session will have two sections. The first will explore the nuances of conducting interviews and the etiquette involved from making the first contact to completing the interview.

The second session will expand on developing story ideas and pitching them to publications. A pitch is a summary and is usually the first piece of your writing an editor will see. Hence, writing a good pitch is paramount.

### Session 3: Weaving narratives

The session will focus on writing feature articles, emphasizing the methodology and the power of words. The anchor of the session will be the power of narratives and their ability to shape the world. It will cover long-form journalism, structuring, writing with texture and clarity, feedback, and ethics.

### Session 4: Podcasts and Other New Media

The session will focus on podcast production techniques such as writing for the broadcast, audio recording/editing, and scripting for audio documentaries. In addition, the session will also talk about tailoring podcasts and articles, for social media as small videos and posts to attract the audience to the longer content.

### Session 5: Science communication using art

This session examines how scientific concepts can be conveyed using different art forms ranging from music, folk tales, and folk arts to modern art. This session tries to push disciplinary boundaries by bringing scientific principles to the people via a popular or more digestible medium.