**Science Literacy = Life Literacy.**

Science surrounds every one of us, every day. It drives our economy, healthcare, agriculture, and political agendas, and shapes our understanding of the world around us. It is also notoriously inaccessible to the public, and often woefully misunderstood.

### Major Goals

- Understand the process of academic science and the barriers that segregate it from society.
- Critically evaluate scientific claims made in press, advertising, and entertainment industries.
- Hone investigative, research, reading, writing, speaking, and analytical skills.
- Learn and apply literary and stylistic hallmarks that characterize different types of writing, adapt communications to suit specific target audiences.
- Engage in discussion and constructive debate with peers.
- Be creative in a scientific context.

### Science By Design: Six Phases of LiT

**Module One:** The Science of Life and the Life of a Scientist

**Module Two:** Weapons of Mass Instruction: The Communication Arsenal

**Module Three:** Science Rocks

**Module Four:** Talking Nerdy: The Art of Non-fiction

**Module Five:** Beware the White Coat: Truth, Persuasion, and the Media

**Module Six:** The Ethics of Hope: Mice, Mankind, and Curing Cancer

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Lost in Translation: Bringing Science to Society

18 students. 12 weeks. Unlimited potential.

Dialogue Instruction Exploration Articles Movies Music Movement Communities of engagement

**Challenge One:** Reconcile conflicting media reports to make lifestyle recommendations to the Canadian public.

**Challenge Two:** Translate a 'hot topic' research manuscript into socially relevant feature article.

**Challenge Three:** Transform SCIENCE into ART

**Challenge Four:** Explore the science and humanity that propel scientists to learn about the research and the individual, and then prepare a publication-quality profile.

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Instructor: Melanie Wills

**Module Four:** Science Rocks

**Module Five:** Beware the White Coat: Truth, Persuasion, and the Media

**Module Six:** The Ethics of Hope: Mice, Mankind, and Curing Cancer

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Science By Design: Six Phases of LiT

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