Ansbach Science Communication Master

Where is Ansbach?

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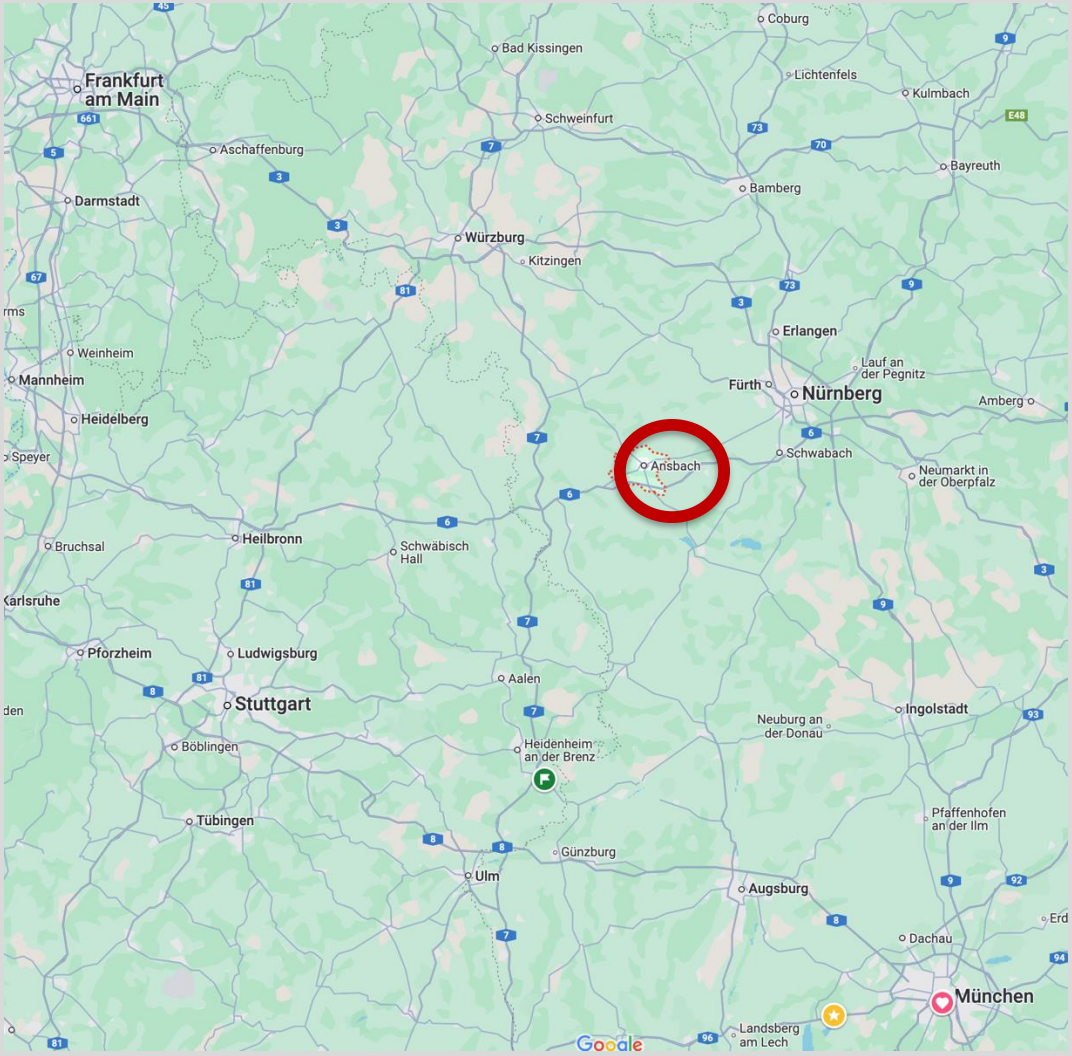


Ansbach Science Communication Master

Where is Ansbach University of Applied Sciences?

Downtown Ansbach

Campus

https://360.drohnenakademie.bayern/CampusAN/

Who will teach you?

➔ Director of program: Andreas von Bubnoff, Professor of Journalism and Science Communication, Ansbach University of Applied Sciences

➔ Many guest lecturers and teachers from all over the world

...two of them are here today:

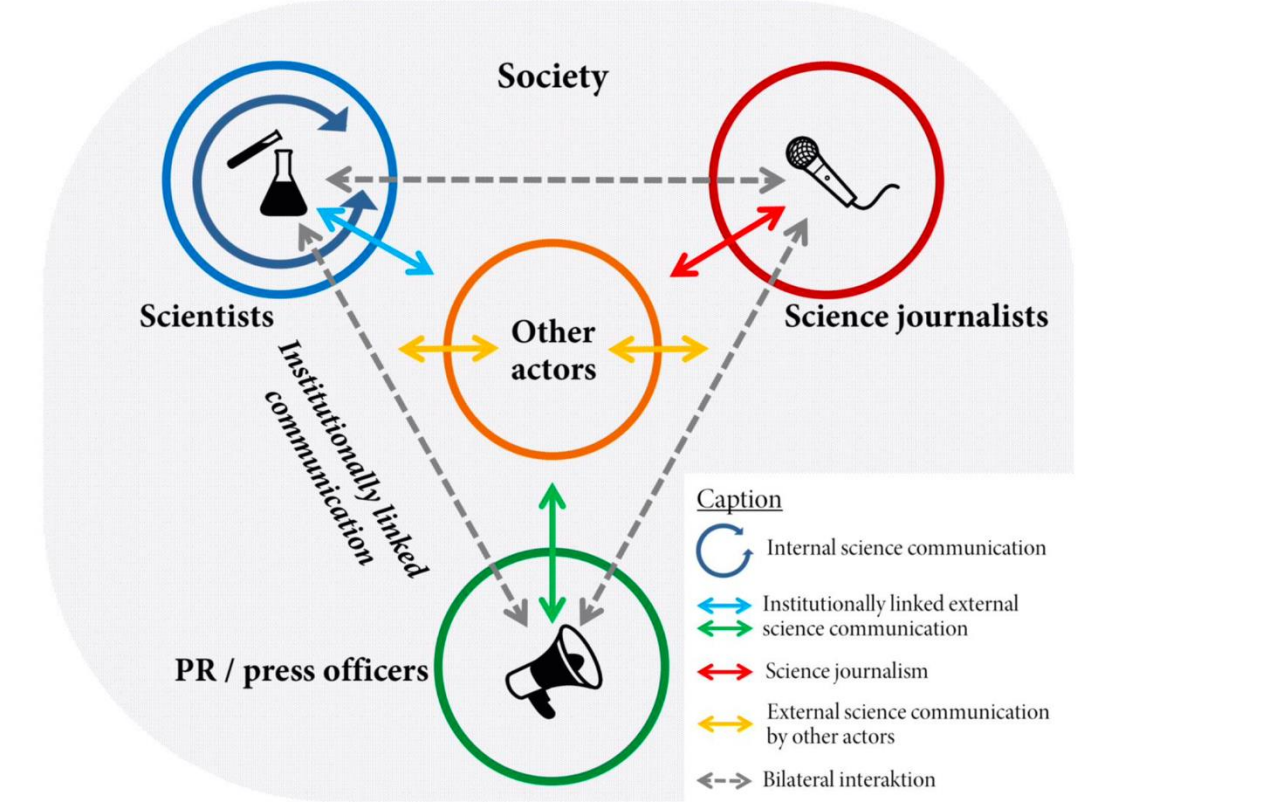
Passant Refaat (Ansbach University)

Sean Mattson (CIAT Cali, Colombia)

What will you learn?

- **Internal** science communication (between scientists) ➔ understand & be able to read
- **Strategic** science communication ("communicate to persuade")
- **Journalistic** science communication ("communicate to inform")

➔ practice



Source: Carsten Könneker (2012)

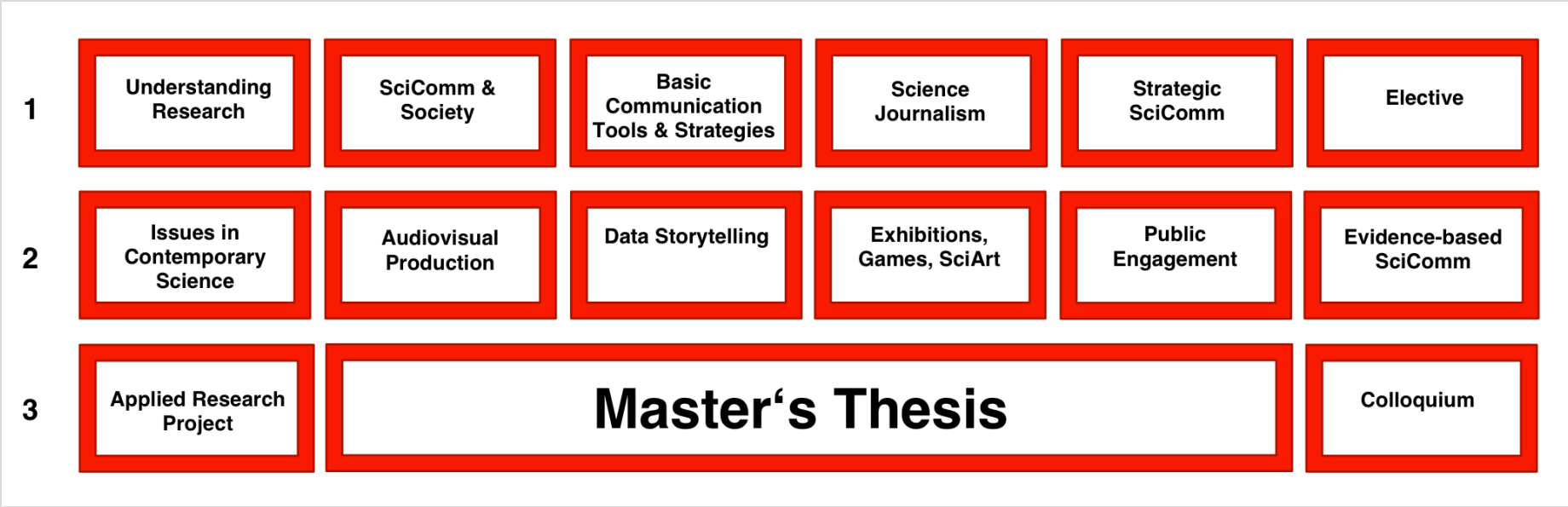
What will you learn?

What makes this program unique:

- You will not just learn how to **communicate** science well…
- …but also how to **critically assess the quality** of scientific research studies

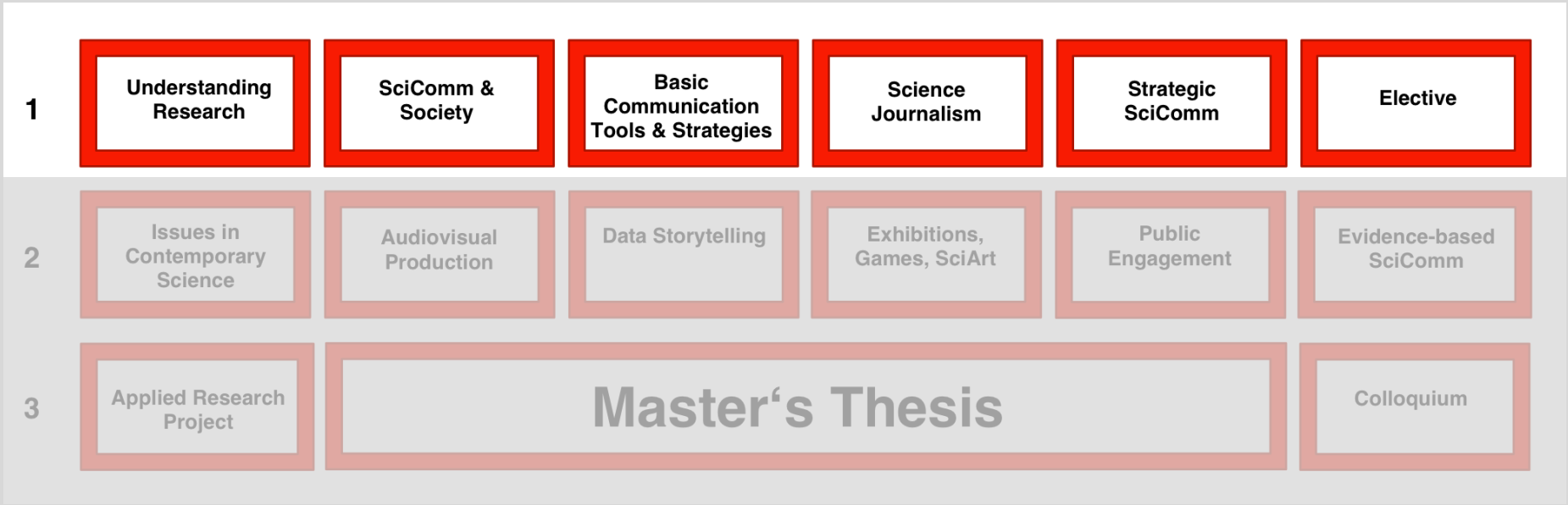
What will you learn?

- 3 semesters (18 months)
- Each module 4 class-hours per week / 5 ECTS



What will you learn?

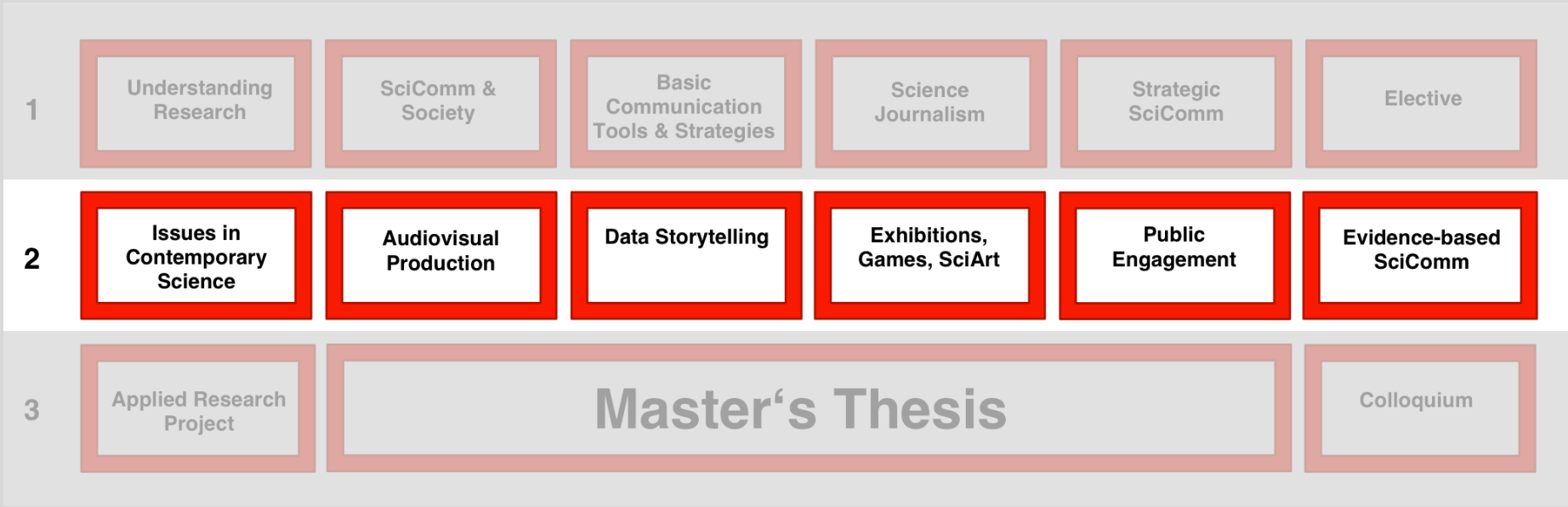
Semester 1: **The big picture & basics** of science and of communication



What will you learn?

Semester 1: **The big picture & basics** of science and of communication

Semester 2: **Connect** your skills to the real world & **deepen** them



What will you learn?

Semester 1: **The big picture & basics** of science and of communication

Semester 2: **Connect** your skills to the real world & **deepen** them

Semester 3: **Apply** what you've learned in an internship / project work & thesis

What will you learn?

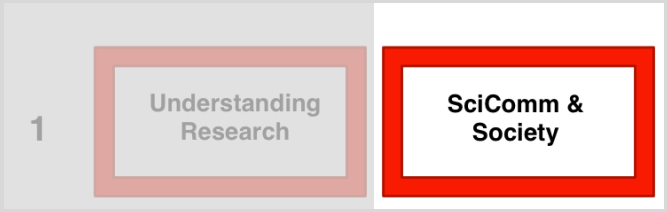
Semester 1: **The big picture & basics** of science and of communication

Understand scientific research and its role in global society: Workflows, players, challenges, ethics

- **Philosophical** and historical roots and underpinnings of science
- How **study design** affects the **quality** of research studies
- Proper use and limitations of **statistics**
- Traditional and non-traditional ways of scientific **publishing**
- Challenges such as **reproducibility** problems, confirmation and publication bias, poor experimental design, **p-hacking**, and predatory journals
- Research **publishing**
- **Ethical** issues (dual use for example)
- Scientism and the role of **social** sciences and **humanities**
- Science-society interaction (trust in science for example)

What will you learn?

Semester 1: **The big picture & basics** of science and of communication



Understand science communication and its role in global society: Workflows, players, challenges, ethics

- Ethics, workflows and strategies to assess and overcome **quality** challenges (example fact checking)
- **Sources**: balanced choice, primary versus secondary etc.
- Journalism versus activism
- Challenges like confirmation and publication **bias**, belief cascades or expert citation bubbles
- **Misinformation** prevention and management
- Should we communicate **social** sciences and **humanities** differently from the natural sciences?

What will you learn?

Semester 1: **The big picture & basics** of science and of communication

Basic communication tools & strategies

- Exercises in basic research and communication skills
- **Literature** research
- Difference between **academic** and **journalistic** writing
- **Interviewing** & **reporting**
- **News** style writing
- **Social** media communication
- **Presentation** and **moderation** skills
- Basics of **audiovisual** production
- **Psychology** of communication (example: the curse of knowledge)
- Principles of **storytelling** (example: hero's journey; And-But-Then)
- AI in communication: Challenges and potential

What will you learn?

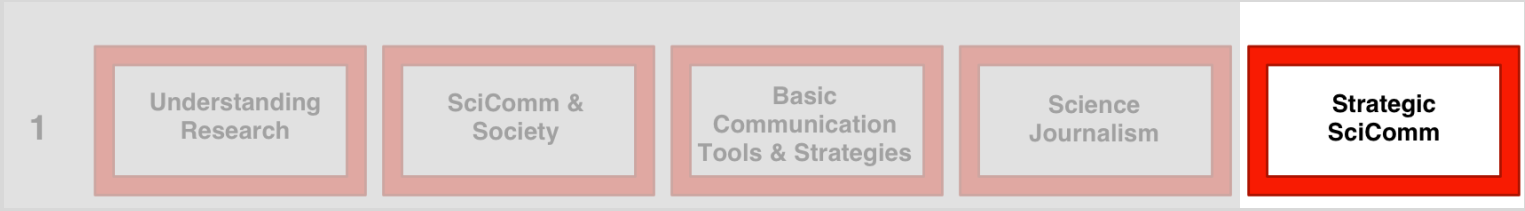
Semester 1: The **big picture & basics** of science and of communication

Science Journalism: Tools, workflows, case studies, business models

- Journalistic science communication ("communicate to **inform**")
- Case studies & exercises
- Learn how to cover **complex** science stories, from finding and pitching story ideas and reporting to outlining, writing and fact checking
- **Investigative** techniques (FOIA requests, open-source intelligence / OSINT)
- The science journalism **ecosystem**: Where to publish and how to survive doing so
- How to **survive** as a freelancer & journalistic **business** models
- Chance to develop a major communication **project** you will continue working on later as an ARP and/or thesis project, possibly collaborating with students working on an academic communication research project

What will you learn?

Semester 1: The **big picture & basics** of science and of communication

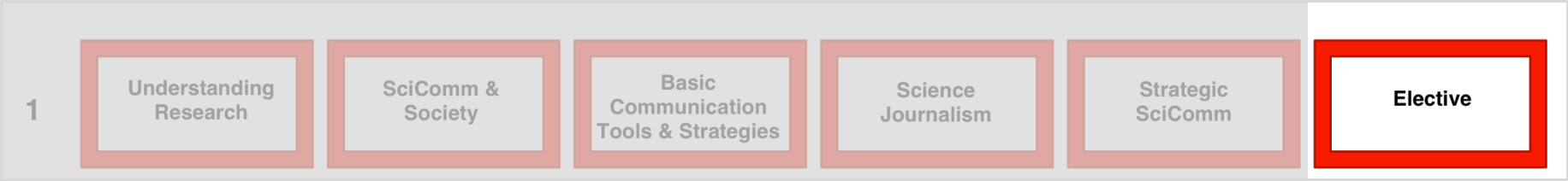


Strategic Science Communication: Tools, workflows, case studies

- The role of the strategic communicator: communicate to **persuade**
- Strategic **risk and crisis** communication
- Writing corporate **PR** pieces
- Writing **advertising** copy
- Communicating science for **governments**: diplomatic cables, speeches, policy memos, white and gray papers
- Communicating science for **NGOs**
- **Ethical** considerations and challenges when doing both strategic science communication and journalism at the same time

What will you learn?

Semester 1: The **big picture & basics** of science and of communication



Elective: Choose any related class you're interested in that serves your goal or project

- Module on **sustainability** journalism (in preparation)
- Others TBA

What will you learn?

Semester 2: **Connect** your skills to the real world

Issues in Contemporary Science

- Public guest lectures or debates on **current issues in science** open to all students and faculty and seminar discussing it
- Students are encouraged to use the lecture series to explore potential ideas for communication or research projects

What will you learn?

Semester 2: **Connect** your skills to the real world & **deepen** them

2 | Issues in Contemporary Science | **Audiovisual Production**

Deepen your skills in

- **Audiovisual** production

What will you learn?

Semester 2: **Connect** your skills to the real world & **deepen** them

2

Issues in Contemporary Science

Audiovisual Production

Data Storytelling

Exhibitions, Games, SciArt

Public Engagement

Deepen your skills in

- Audiovisual production
- **Data** storytelling
- **Exhibitions, Games, SciArt**
- **Public** Engagement

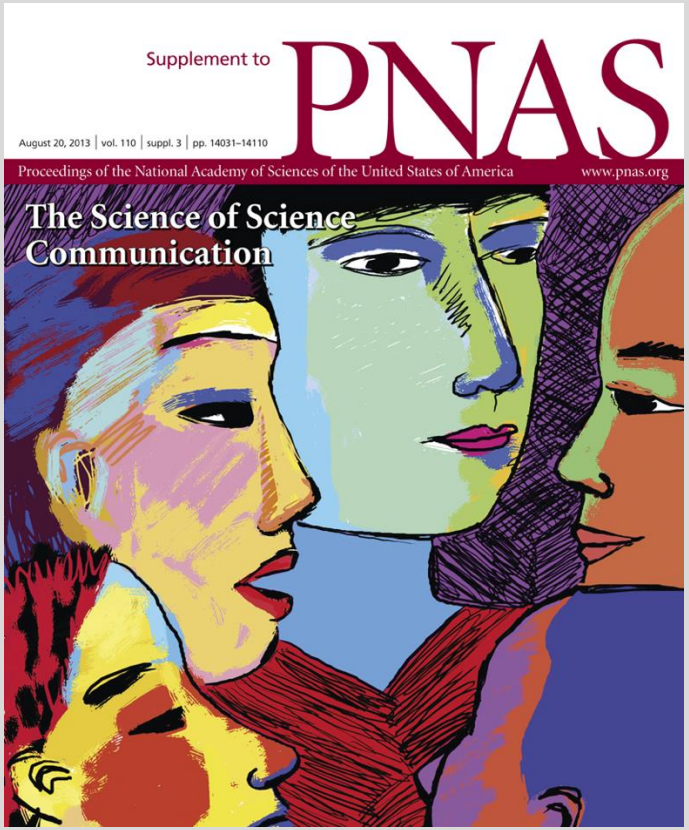
What will you learn?

Semester 2: **Connect** your skills to the real world & **deepen** them

2 | Issues in Contemporary Science | Audiovisual Production | Data Storytelling | Exhibitions, Games, SciArt | Public Engagement | **Evidence-based SciComm**

Evidence-based science communication

- Learn about the science of science communication or how findings from social science / communication science studies can make communication more effective
- Develop a **research** project you might want to continue in your ARP and/or Master s Thesis



What will you learn?

Semester 3: **Apply** what you've learned in an internship / project work & thesis

Applied Research Project

- Can be an internship or project work on campus

What will you learn?

Semester 3: **Apply** what you've learned in an internship / project work & thesis

Master's Thesis

- Choose between a research study or a communication project

Application Requirements: Prior Degree

- University degree of at least 180 ECTS (Bachelor's, Diplom, Magister, state examination) and grade 2.0 in relevant fields such as natural or social sciences, humanities, communication, journalism or art

- Applicants with fewer than 210 ECTS must complete additional coursework or internships to make up the difference by the end of the 2nd semester

- If applying from abroad, you will first need a preliminary review documentation (**VPD**, German for "Vorprüfungsdokumentation)" from an organization called “uni-assist.de”. Uni-assist will check your previous academic degrees and determine how they are graded in the German grade system.

- Because this usually takes 4–6 weeks, we recommend that you do this **as soon as possible** (you can start at any time, before the Ansbach University of Applied Sciences application period starts on May 1st).

- You will then use the uni-assist report to apply at the "PRIMUSS" application portal at Ansbach University of Applied Sciences, which will be open from May 1 – 31, 2025.

Application Requirements: Language

- Proof of **English proficiency at C1 level** (IELTS 7.0 or TOEFL 100; to be submitted by May 31st). This is usually not needed if your university entrance qualification is from a country where the primary official language is English (e.g., the UK, the US, Australia, or New Zealand). Please contact us directly at study@hs-ansbach.de if you aren't sure or have any questions.

- Proof of **German proficiency at A2 level** (may be submitted by Sep. 15, 2025). This is usually not needed if you have an academic degree from a German-language University.

Application Requirements: Motivation Letter

- Up to 1,000 words in English explaining

  - **why** you wish to enter the field of science communication,
  - **how** your previous experience has influenced this decision, and
  - **what you expect** to gain from a Master's degree in this field.

Application Requirements: Work samples

- At least three, ideally published, **examples of science communication** directed at non-expert audiences

- These can be articles, videos, podcasts, or creative projects combining any of these elements

Application Requirements: Deadlines

- Uni-assist to get VPD: **As soon as possible**

- Ansbach University application link will then be open from **May 1 – 31, 2025**
  ➔ Submit VPD & all application materials by May 31st
  ➔ except German A2 certificate: That you can submit later, by **Sep. 15, 2025**