COURSE DATA

DATA SUBJECT

Code: 46481
Name: Production and Dissemination of Popular Science Content
Cycle: Master's Degree
ECTS Credits: 9
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2252 - Master's Degree in History of Science and Scientific Communication	Facultat de Medicina i Odontologia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2252 - Master's Degree in History of Science and Scientific Communication	Producción y difusión de contenidos divulgativos	ELECTIVES

COORDINATION

SUAY MATALLANA IGNACIO

SUMMARY

The module begins with a brief introduction to this branch of specialized journalism that reports on scientific issues. Next, it considers the main genres to explain science: the news that addresses scientific and technological aspects; interview and report. It analyzes the peculiarities of the institutional communication of science; the negotiations with the media from the cabinets, as well as the dissemination of science on social networks and the creation of multimedia content. It also addresses other formats typical of dissemination such as podcasting or fiction. Lastly, it reflects on the challenges of science communication: fact checking projects and media education. All this with an eminently practical approach in which the student body will improve their informative skills and will know examples and references.
As it is an interuniversity master's degree, complete information can be found on the master's website, at the following address: http://www.historia-ciencia-comunicacion.org
Prof. in charge: Alicia de Lara (a.lara@umh.es)

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2252 - Master's Degree in History of Science and Scientific Communication

Aplicar métodos de análisis crítico para estudiar fuentes textuales, iconográficas y materiales relacionadas con la medicina, la ciencia y la tecnología.

Aplicar técnicas de búsqueda, identificación, selección y recogida de información especializada.

Comprender las diversas tareas comunicativas e informativas destinadas a concebir, articular y dirigir todo tipo de productos en cualquier soporte técnico, medio, sistema o ámbito en el área de la comunicación científica.

Conocer las diversas formas de popularización de la ciencia.

Conocer las tendencias museológicas actuales y los problemas relacionados con la elaboración de exposiciones relacionadas con la medicina, la ciencia y la tecnología.

Conocer y utilizar con destreza las principales fuentes de información relacionadas con la comunicación científica, así como otras herramientas de recuperación de información (principales repertorios bibliográficos y bases de datos).

Describir los procesos de producción y consumo del conocimiento científico, así como los mecanismos de comunicación social de la ciencia, con sus diversos medios, espacios y protagonistas.

Discutir y valorar las perspectivas, las controversias y los métodos de trabajo de las principales líneas de la investigación en el área de la información y la comunicación social de la ciencia.

Idear, planificar, organizar y redactar un trabajo de investigación.

Idear propuestas expositivas en el terreno de la divulgación científica.

Identificar e interpretar textos de carácter divulgativo, periodístico o ensayístico relacionados con la ciencia, la medicina y la tecnología.

Identificar las principales fuentes de información relacionadas con la comunicación científica, así como otras herramientas de recuperación de información (principales repertorios bibliográficos y bases de datos).

Identificar y analizar críticamente textos de divulgación de la ciencia en sus diversas modalidades.

Planear, componer y redactar textos de divulgación científica.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities

associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

0.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	90,00
Total hours	**90,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	**0,00**

TEACHING METHODOLOGY

Cooperative learning: Develop active learning through cooperative work strategies between students and fostering shared responsibility to achieve group goals.
Case study: Acquisition of learning through the analysis of real or simulated cases, in order to interpret and solve them, training various alternative solution procedures.
Lecture/Lecture: Transmit knowledge and activate cognitive processes in the student, involving their participation.
Practical works: Reexamine, and put into practice previous knowledge by different readings and works.

EVALUATION

Written assignments, exercises and seminars of the module. Weighting 50-70%
Extra and voluntary activities. Weighting 0-20%
Active participation in the sessions, forums and seminars of the module. Weighting 20-40%

The usual procedures will be used to confirm the identity of the student and their authorship, applying, where appropriate, the corresponding regulations on plagiarism.

https://www.uv.es/plagio/pginas_web.html

https://sga.ua.es/es/normativa-academica/eees/evaluacion-de-los-aprendizajes/evaluacion-de-los-aprendizajes.html

https://estudios.umh.es/presentacion/normativas/evaluacion-y-progreso-y-permanencia-del-estudiantado-en-la-umh/

REFERENCES

- Lyon, William. "La escritura transparente cómo contar historias". Libros del K.O.
- Calvo Hernando, Manuel. "Ciencia y periodismo". Centro de Estudios para el Fomento de la Investigación. Lara González, Alicia de. Gómez, Ángeles. "Ciencia y periodismo : Una es de Marte y otra es de Venus /". Editorial Electrónica UMH.