The Department of Life Sciences Communication (LSC) is a world leader in science communication research, education, and practice. The Certificate in Science Communication allows students enrolled in any graduate or professional program at UW-Madison to supplement their existing graduate coursework with a transcriptable certificate in science communication. The certificate is appropriate not only for students in the physical sciences, biological sciences, and engineering fields, but also for students in professional degree programs (law, veterinary medicine, etc.).

Graduate students interested in the ethical, legal, and social implications of emerging technologies, or who want to build an intellectual foundation for a future career in policy or various mission agencies (e.g., AAAS policy fellowships) dealing with public understanding and communication of science will find this certificate particularly valuable.

More information may be found on the department website (https://lsc.wisc.edu/).

**ADMISSIONS**

This certificate is open to any UW-Madison student enrolled in a graduate level program outside of LSC (GRAD, LAW, MED, PHARM, VMED). Students can declare their intent to pursue the certificate by completing the Add/Change/Discontinue application process (https://grad.wisc.edu/documents/change-program/) through the Graduate Student Portal (found in MyUW) and selecting the Certificate in Science Communication. Students are strongly encouraged to contact LSC’s academic advising manager or Director of Graduate Studies (see Contact Information box on this page for emails) to discuss course planning.

Students are not allowed to earn both the science communication graduate certificate and doctoral minor in life sciences communication.

**FUNDING**

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (https://grad.wisc.edu/funding/) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

**REQUIREMENTS**

- Total credits required: 10
- Minimum cumulative GPA of 3.5 or higher in all LSC courses

**Code** | **Title** | **Credits**
--- | --- | ---
**Core Courses** | | 4
LSC 700 | Colloquium in Life Sciences Communication | 1
LSC 720 | Introduction to Communication Theory and Research | 3
or LSC 625 | Risk Communication | 
or LSC/ENVIR ST/JOURN 823 | Science and Environment Communication | 
or LSC 902 | Public Opinion of Life Science Issues | 
**Select two approved electives** | | 6
LSC 340 | Misinformation, Fake News, and Correcting False Beliefs about Science | 
LSC 350 | Visualizing Science and Technology | 
LSC 430 | Communicating Science with Narrative | 
LSC 432 | Social Media for the Life Sciences | 
LSC 435 | Brand Strategy for the Sciences | 
LSC 440 | Digital Media and Science Communication | 
LSC 450 | Documentary Photography for the Sciences | 
LSC 460 | Social Media Analytics | 
LSC 532 | Web Design for the Sciences | 
LSC 560 | Scientific Writing | 
LSC 561 | Writing Science for the Public | 
LSC 625 | Risk Communication | 
LSC 660 | Data Analysis in Communications Research | 
LSC/ENVIR ST/JOURN 823 | Science and Environment Communication | 
LSC 875 | Special Topics | 
LSC 902 | Public Opinion of Life Science Issues | 
**Total Credits** | | 10

**LEARNING OUTCOMES**

1. Communicate complex ideas effectively across different audiences, including underrepresented or particularly vulnerable audiences.
2. Select and utilize the most appropriate theories, methodologies, tools, and practices to communicate about science.
3. Collect relevant evidence designed to answer questions related to scientific challenges faced by industry, universities, and non-profits.
4. Discuss some of the ethical, legal, and social implications of science.

PEOPLE

PROFESSORS & INSTRUCTORS (HTTPS://LSC.WISC.EDU/PEOPLE/FACULTY-RESEARCH-STAFF/)

Brossard, Dominique (chair)
Chen, Kaiping
Chinn, Sedona
Fisher, Madeline
Li, Nan
Newman, Todd
Patterson, Dexter
Scheufele, Dietram (director of graduate studies)
Shaw, Bret
Stanley, Don
Xenos, Michael