The Department of Life Sciences Communication (LSC) is one of the world’s leading science communication programs, working at the intersection of science, media, and society. The LSC major teaches students how to understand the way we all make sense of increasingly complex scientific breakthroughs. This theoretical background is a foundation to effectively communicate about controversial science topics in areas such as the environment and natural resources, health, agriculture, and new science technologies like gene editing and artificial intelligence.

Students receive instruction across multimedia platforms such as print, audio, video, and web. They are taught how to target and create communications for both news and marketing. Most important, they learn how to plan strategically and implement the most effective communications for diverse audiences.

Many courses in LSC have a strong professional focus, combining classroom instruction with projects that have real-world clients from industry and non-profit. Our faculty and instructors work with clients from a variety of industries and the policy world and bring those experiences into the classroom. These collaborations and projects prepare LSC students for careers in a wide variety of fields, including healthcare, digital marketing, education, agriculture, information technology, consumer goods, life sciences, and consulting. LSC students also pursue graduate and professional school after graduation in the health, biological, social, and physical sciences.

Students can also participate in an honors in major program in LSC. Many courses enroll between 15-50 students, allowing students to get to know award-winning faculty and instructors personally throughout their time in the major.

LEARN THROUGH HANDS-ON, REAL-WORLD EXPERIENCES

State-of-the-art computer labs, radio labs, and video production equipment support student learning and preparation for careers.

Capstone courses provide students with an opportunity to put their LSC education into practice. Students apply their skills in the real world through these capstones, working with a real-life client on a social marketing campaign to influence behavioral change or participate in a science communication internship.

Students interested in science communication research can participate in research projects with professors leading the field of science communication.

BUILD COMMUNITY AND NETWORKS

LSC instructors are world-class researchers and real-world practitioners. Many courses enroll between 15-50 students, allowing students to get to know award-winning faculty and instructors personally throughout their time in the major.