

LIFE SCIENCES COMMUNICATION, B.S.

The Department of Life Sciences Communication (LSC) is a global leader in the research and practice of communicating emerging science. Our faculty work 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 that we often know little about. Our students graduate with a strong theoretical background in science communication and practical experience which allows them to more effectively communicate about controversial science in areas such as gene editing, the environment, health, agriculture, and artificial intelligence.

An LSC degree allows students to pursue an individualized curriculum focusing on strategic communication, (computational) communication research, writing, marketing, visual communication, or digital media, with an emphasis on emerging science and technology. Close to half of our students choose to double major or pursue a certificate (<http://app.explore.wisc.edu/e/er/?s=1427524768&lid=2566&elqTrackId=c2f12d83377d4a88abac70be792ecb3c&elq=52132330a88a4a0883c44d9cb3f749bf&elqaid=4132&elqat=1>) in areas such as genetics and genomics, dairy science, environmental sciences, physics, legal studies, global health and many other fields.

The interdisciplinary education that LSC graduates receive make them highly sought after by employers across both scientific and communication industries. Many go on to careers in public health, science writing, digital media and marketing, environmental advocacy, and research or consulting in industry, non-profits and the government. Others go on to graduate and professional schools in the health, biological, social and physical sciences. For more information on what LSC alumni are up to, check out our alumni page (<http://app.explore.wisc.edu/e/er/?s=1427524768&lid=2565&elqTrackId=4d028d92f19744d19478cff217152f3a&elq=52132330a88a4a0883c44d9cb3f749bf&elqaid=4132&elqat=1>) on our website.