

2021-07-14

Template for popular science description of course

General

Think of the target audience when writing the text. The text should address people who are not already familiar with the subject and you may therefore need to use simpler, more general words and terms than you are used to. You do not have to describe all the content of the course, but select the pieces that best describe the course. Adapt the level of the text to the course's prerequisites.

The entire text, including introduction and descriptive text, is to be inserted in the field popular description in Slukurs. The entire text (introduction and descriptive text) can be a maximum of 1500 characters in total.

Introduction

Scope: Max 300 characters including spaces.

Formulation and address: Address to 'you.' The language must be appealing, persuasive and serious with a scientific touch. Use language that is simple, regardless of whether it is a course at the undergraduate or advanced level. You can use technical terms without explanation in the introduction to advanced level courses if required to describe the core of the course (but with caution).

Outline:

1. For whom
2. What
3. How

Content: The introduction should briefly tell to whom the course can appeal (*for whom*) and what the main knowledge goal is (*what*). If it is a distance course, you should mention it in the first sentence (*how*). Also, mention if the course is restricted only to program students (*how*). In the intro, you can highlight an example of course elements that are significant for the course and give an idea of what the participant can expect, if any. Ex excursions, project work, laboratory work, etc. (*how*).

Descriptive text

Scope: Max approx. 1200 characters incl. spaces. Divide the text into paragraphs. Each paragraph should not exceed 500 characters including spaces.

Formulation and address: Address to 'you.' The language must be appealing, persuasive and serious with a scientific touch. Use language that is simple, regardless of whether it is a course at the undergraduate or advanced level. Word choice and use of technical terms must reflect the level of the course.

Outline:

Use the same outline as in the introduction so that readers recognize it. Divide the text into paragraphs. Each paragraph should not exceed 500 characters incl. spaces.

1. If you need to clarify the target audience, do this first. If it is clear in the intro, it does not need to be repeated.
2. What / why
3. How

Content: A development of the introductory text where you get more space to describe what is very concise in the introduction. You also have the opportunity to go into more detail about why the course exists, i.e. what purpose we want to fulfil by teaching this subject (*what / why*). Mention what concrete benefits the participant can expect to gain from the course (*what / why*). Give examples of learning outcomes and issues addressed in the course (*what / why*). Feel free to mention various course elements and working methods; what distinguishes this particular course (*how*)?

To formulate the question *what / why* well, try to let the text answer some of these questions:

- What is currently relevant in this field?
- How are people talking about the subject / job / problem?
- How can course participants expect to contribute to improving the world? How can they make a difference?
- What do you think is interesting about this course for the target group today?

Example

BI1290 – The behavioural biology of the horse

This distance course is aimed at those of you who want to learn more about the horse as a biological being, with a focus on behaviour. The theoretical basis of the course is interspersed with practical exercises and study visits so that you will have the best possible conditions to apply what you learn in practice. (316 characters including spaces)

One of the key puzzle pieces for better horse welfare and safer horse handling is an in-depth knowledge of horse ethology and behaviour. In addition to technical knowledge in behavioural horse biology, this course allows for critical thinking and a scientific approach, which are tools you can take with you in your lifelong learning journey beyond this course. (361 characters including spaces)

You will participate in meetings and discussions on the weekends with other course participants, giving you the opportunity to expand your network of contacts and increase your understanding of other perspectives. Through practical exercises and study visits, you get the best possible conditions for deeper learning and the ability to apply the theoretical knowledge base in a practical setting. (396 characters including spaces)