

UCLA Department of Physics & Astronomy

COLLOQUIUM

Thursday, March 6th at 4 p.m.

1-434 PAB

Challenges and Opportunities in Communicating STEM

Brandon Brown
(University of San Francisco)



This talk aims to explore twin universal concerns in communicating scientific work, for any audience. For one, we will describe and demonstrate elements of craft: distilled, actionable lessons from professional writers translated and applied to the unique challenges we face in relaying complex technical projects. These elements include familiar obstacles like jargon but also less familiar opportunities like basic narrative tension. For another, we will explore calibration: research from cognitive science and human brain evolution can serve us well in considering our audiences with savvy compassion. In sum, the talk seeks to improve the clarity, impact, and persuasive power of our work, with hopes of benefiting scientists and engineers at any stage of their careers.

Host: Wes Campbell

Refreshments at 3:30 p.m. on the PAB Patio. Undergraduates Welcome!