



## Tech Journalism: Analysis and Communication in Engineering and Technology (ENGS212M)

**Module Tutor**  
Dr Sunny Bains

### Aims

These modules will focus on giving you two sets of skills: the ability to analyse trends in science, engineering and technology research and development, and to communicate these trends persuasively to a particular audience, whether general, technical, or expert. Specifically, you will learn how to put R&D projects into context, so determining their significance; identify emerging research trends by looking at journals and conference programmes and/or proceedings; and consider the impact of people, policy, and economics on engineering and technology. As well as tuition, practice and detailed feedback on your writing and research, you will also have the opportunity to do interviews, attend conferences, and go on laboratory visits.

In addition, you will learn the invaluable skill of being able to constructively criticize, analyse, and edit the work of others. Specifically, you will learn how to identify holes in technical arguments, consider whether the level of jargon/explanation is appropriate for a stated purpose, and give clear feedback on the structure and language used.

The grounding that you will receive in in both analysis and communication will help prepare you for a career in consultancy, technical communication, management, policymaking, and journalism. It will also help students interested in a research career, as it will help in the crafting of effective papers and grant proposals.

### Intended Learning Outcomes

After successful completion of the module, students will be able to:

By the end of the course students should be able to:

- Understand how to analyse scientific/technical progress in the context of both technical and societal trends
- Use that analysis to research and write:
  - A report on the fact and implications of a new piece of research based on attendance at a conference, press conference, or meeting/seminar
  - A book review that places the book and the field described in the context
  - A press-release that would be attractive to journalists
  - An audio or video podcast
  - An interview of an important figure that inspires or enlightens
  - A feature on a research or industrial trend, or on a policy trend that may impact research/industry
- Edit the work of others for both content and (to a lesser extent) style.

Method of Assessment	Percentage weighting	To be passed in order to progress? Y/N	Examination Length or coursework word count
Practical Assessment	40%	N	N/A
Written and other reports	60%	N	Max 3000 words