



PROGRAMME OVERVIEW 2026–2027

The Master's programme is organised around four interconnected learning clusters, designed to reflect the complexity of science communication today. Participants explore how science interacts with society, innovation, policy, and digital media, while developing the strategic communication skills needed across academic, institutional, and professional contexts. Alongside the core courses, a dedicated cluster of workshops and expert sessions connects theory with real-world practice, offering direct exposure to emerging tools, professional case studies, and leading voices in the field.

SCIENCE & SOCIETY

Before communicating science, understand how society receives it.

SCIENCE IN SOCIETY: KEY CONCEPTS | 16 HOURS

Module 1 – Science in Society: Key Concepts

Prof. Massimiano Bucchi

How do scientific discoveries shape society—and how does society shape science in return? This course introduces the key concepts of Science and Technology Studies (STS), exploring public trust, expertise, participation, and the evolving relationship between science, institutions, and citizens. Through real-world examples, participants learn to interpret science communication within broader cultural, political, and social contexts.

Module 2 – Communicating Risk

Prof. Lucia Savadori

Risk is rarely perceived as numbers alone. This course explores how people interpret uncertainty, probability, and scientific evidence when facing health, environmental, or technological risks. Participants examine cognitive biases, emotional responses, and practical strategies for communicating uncertainty clearly, responsibly, and credibly.

LAW, ETHICS, SCIENCE AND TECHNOLOGY | 12 HOURS

Module 1: Artificial Intelligence: Law and Ethics

Prof. Carlo Casonato

As artificial intelligence becomes increasingly embedded in everyday life, institutions, healthcare, industry, and public decision-making, legal and ethical questions become impossible to ignore. This module explores the regulatory and societal implications of AI, with a particular focus on the European legal framework, including the European Union Artificial Intelligence Act. Participants examine key issues such as risk classification, accountability, transparency, human oversight, and the protection of fundamental rights in AI-driven systems. The module also addresses how regulation can balance innovation with democratic safeguards and public trust.

Module 2: Bioethics, Science and Individual Rights

Prof. Cinzia Picciocchi

Scientific progress often intersects with deeply personal, ethical, and societal choices. Through comparative legal case studies, this module explores some of the most debated issues in contemporary bioethics. Topics include the tension between evidence-based medicine and claims of therapeutic self-determination, the legal protection of animals and the public debate surrounding their use in scientific research, and the ethical and legal challenges linked to end-of-life decisions across different countries. Participants are invited to critically examine how science, law, public values, and individual rights interact in complex social contexts.

EVALUATING PUBLIC ENGAGEMENT WITH SCIENCE AND TECHNOLOGY | 12 HOURS

Elena Milani, PhD

How do we know whether a science communication activity has made an impact? This course introduces practical methods for evaluating public engagement initiatives in science, health, and technology. Participants learn how to design effective questionnaires, identify measurable outcomes, and assess changes in audience knowledge, attitudes, and behaviours. Through hands-on exercises, they develop survey tools, test data collection strategies, and explore ethical aspects of audience research, including informed consent and responsible data analysis

DECISION-MAKING, GOVERNANCE, SOCIETAL ADOPTION

How science becomes strategy, policy, and impact

INNOVATION: ECONOMY, POLICY AND COMMUNICATION | 12 HOURS

Prof. Lorenzo Beltrame

Innovation is not only about new technologies—it is about how ideas move from research to implementation, creating economic, social, and institutional change. This course introduces the key concepts of innovation processes, exploring how scientific and technological advances interact with markets, organisations, and public policy. Participants examine the economic and policy dimensions of innovation, from knowledge transfer and entrepreneurship to institutional strategies and technology adoption. Alongside these analytical frameworks, the course explores the communication practices that support innovation across research institutions, public organisations, startups, and industry, helping participants understand how ideas are positioned, promoted, and translated into real-world impact.

COMMUNICATING INNOVATION TO INVESTORS AND STAKEHOLDERS | 12 HOURS

Prof. Alessandro Rossi

Turning an innovative idea into a credible opportunity requires more than technical expertise—it requires strategic communication. This interactive seminar introduces the essential tools entrepreneurs, startups, and innovation-driven organisations use to present ideas to investors, stakeholders, and potential partners. Participants explore the language of innovation and learn how to develop key communication formats such as elevator pitches, investor decks, executive summaries, and business plans. Through practical exercises and project-based activities, the course focuses on building clear, persuasive, and audience-oriented communication strategies, helping participants translate complex ideas into messages that inspire confidence, attract support, and communicate real market potential.

COMMUNICATING ENVIRONMENTAL ISSUES | 12 HOURS

Prof. *Gianluca Grilli*, Prof. *Lucia Gatti*

Environmental challenges are not only scientific or political—they are also deeply economic. This course introduces the key principles of environmental and resource economics, providing participants with the tools to understand how economic systems influence sustainability, public policy, and environmental decision-making. Through real-world examples, the course explores market failures, environmental externalities, public goods, and the limits of traditional market mechanisms in protecting environmental resources. Participants also examine the transition from linear economic models to circular economy approaches, with a focus on sustainable resource management, waste reduction, and long-term efficiency. The course concludes by addressing the role of communication in environmental markets, exploring how eco-labels, sustainability certifications, and information transparency shape public understanding, trust, and consumer behaviour

AI IN EVERYDAY LIFE | 12 HOURS

Matteo Busso Phd

Artificial intelligence is no longer confined to research labs or tech companies—it shapes many of the digital environments we interact with every day. From search engines and recommendation systems to social media platforms and personalised content, this course introduces the core concepts of artificial intelligence and machine learning through real-world applications. Participants explore how AI systems collect and process data, how algorithms influence online experiences and decision-making, and what technical mechanisms drive data-driven automation. Alongside the technical foundations, the course examines the ethical, social, and societal implications of AI, helping participants develop the critical skills needed to understand, question, and responsibly communicate the role of AI in everyday life.

SCIENCE, MEDIA & PUBLIC ENGAGEMENT

How science reaches and influences audiences

STUDYING SOCIAL CONVERSATION ABOUT SCIENCE IN THE DIGITAL AGE | 12 HOURS

Prof. *Fabiana Zollo*

How do online communities shape public attitudes toward science, health, and technology? This course explores the dynamics of digital information ecosystems and the ways people search for, consume, and share information online. Participants examine key concepts such as echo chambers, group polarisation, selective exposure, and hate speech, analysing how these phenomena influence trust, opinion formation, and public debate. Drawing on computational research and real-world case studies, the course also explores how data-driven insights can support more effective science communication strategies, helping institutions and communicators respond to misinformation, strengthen audience engagement, and foster more informed digital conversations.

COMMUNICATING SCIENCE & TECHNOLOGY IN DIGITAL OUTLETS | 12 HOURS

Laura Barberis

Digital audiences do not simply consume content—they search for it, compare it, share it, and interpret it across multiple platforms. This course explores how to create scientifically accurate and audience-centred content designed for today's digital environments. Participants learn how people search for information online, how platform algorithms influence visibility, and how to adapt scientific content to the languages, formats, and

expectations of different channels. From search engines and video platforms to social media and short-form content, the course focuses on designing effective micro-content, identifying key messages, and building coherent communication strategies across digital touchpoints. Particular attention is given to accuracy, credibility, and the ethical challenges of communicating science in fast-moving online ecosystems.

VISUAL COMMUNICATION OF SCIENCE | 16 HOURS

Elena Milani PhD

Visuals do more than attract attention—they shape how scientific information is interpreted, trusted, and remembered. This course explores how images, data visualisations, design choices, and digital content influence public understanding of science across online environments. Participants develop both critical and practical skills in visual communication, with particular attention to visual bias, cultural stereotypes, and the ethical implications of image production. Special focus is given to the growing use of AI-generated visuals, examining how generative tools can both support communication and unintentionally reinforce bias, misrepresentation, or misleading scientific narratives.

BRANDING STRATEGIES FOR RESEARCH | 12 HOURS

Cristina Rigutto

Strong research deserves a strong identity. This COURSE responds to the growing demand for branding skills across EU-funded projects, research centres, university spin-offs, and science-driven startups. The course begins with the foundations of personal branding for science communicators, helping participants define their professional positioning, credibility, and communication style. Building on these principles, the workshop then explores how to develop strategic brand identities for research initiatives, academic ventures, and innovation projects. Through practical exercises and real-world case studies, participants learn how to translate mission, values, and scientific vision into clear, consistent, and credible visual and communication identities that connect with diverse stakeholders.

SCIENCE IN FICTION + WORKSHOP | 16 HOURS

Alberto Brodesco PhD

From cinema and television to streaming platforms and digital culture, fictional narratives play a major role in shaping how people imagine science, scientists, and emerging technologies. This course explores the representation of science in fiction across audiovisual media, examining how narratives influence public perceptions, expectations, fears, and trust. Through film analysis, media critique, and case studies, participants learn to identify recurring stereotypes, cultural narratives, and the social meanings attached to scientific discovery and technological change.

SCIENCE STORYTELLING & PODCASTS | 16 HOURS

Andrea Brunello PhD

This course explores storytelling theory and practice with special focus on spoken narratives for live audiences and science podcasts. Students will learn to construct engaging stories, adapt content for different audiences, and apply storytelling techniques in educational settings while maintaining scientific accuracy. The curriculum covers story structure, audience engagement strategies, classroom applications, and practical tools for avoiding pseudoscientific content. Additionally, participants will examine successful science podcasts and explore the technical aspects of podcast creation, including software, hosting, distribution, and copyright considerations.

THE SOUNDS OF SCICOMM | 16 HOURS

Prof. Massimiano Bucchi, Priscilla Van Even PhD, Cristina Rigutto

This two-part module explores how sound shapes the way science is perceived and understood. The first session, led by Massimiano Bucchi and Priscilla van Even, examines the communicative power of audio — from natural soundscapes and technological alerts to voice, music, and sound effects — and discusses how these elements influence meaning-making, trust, and emotional response across different media contexts. Building on this theoretical foundation, the second session, led by Cristina Rigutto, becomes hands-on. Students will translate a scientific concept into a short sound composition using open-license materials and simple editing tools. By creating a 60–90 second “sonic argument,” participants will experience how rhythm, texture, and silence frame interpretation and affect audience perception. Together, the two sessions combine critical reflection and creative experimentation, inviting participants to engage with one of the most overlooked dimensions of science communication: sound.

WORKSHOPS & EXPERT SESSIONS

FROM COMMUNICATION TOOLS TO CAREER IMPACT

Alongside the core academic modules, the programme includes a dedicated cluster of workshops, masterclasses, and expert sessions designed to connect theory with real-world practice. Through hands-on activities, live case studies, and direct interaction with researchers, communication professionals, policy experts, and industry leaders, participants gain practical tools, professional insights, and access to diverse perspectives across the science communication ecosystem.

USING GEN-AI TO COMMUNICATE SCIENCE RESPONSIBLY AND EFFECTIVELY | 4 HOURS

Mohamed Elsonbaty

Science Journalist

Generative AI is rapidly changing how scientific content is created, adapted, and distributed. This hands-on workshop explores how science communicators and researchers can use tools such as OpenAI’s ChatGPT, Google’s Gemini, and Microsoft Copilot to enhance their communication workflows. Participants learn how to design effective prompts, generate accurate and engaging content, identify common AI limitations, and critically assess issues such as bias, hallucinations, and responsible use. The workshop combines practical experimentation with strategic reflection on the future of AI-assisted science communication.

UX WRITING IN HEALTHCARE: DESIGNING VIRTUAL CHAT SIMULATIONS FOR CLINICAL DECISION-MAKING | 4 HOURS

Valeria Metoldo Phd & Simona Maria Purrello PhD

Digital healthcare increasingly relies on conversational interfaces, interactive platforms, and decision-support tools. This workshop introduces the principles of UX writing in healthcare through a practical, design-driven approach. Participants explore how to create conversational experiences that support clinical reasoning, guide user decisions, and reflect real interactions between healthcare professionals and patients. Through real-world scenarios inspired by pharmacy practice, the workshop demonstrates how scientific and clinical content can be transformed into clear, intuitive, and effective conversational flows for education, simulation, and digital health training.

HEALING WITH STORIES: THE NARRATIVE SIDE OF MEDICINE | 4 HOURS

Elena Trentin

Health communication Specialist

Medicine is not only about diagnosis and treatment—it is also about listening, interpretation, and human connection. This seminar explores the role of narrative as a powerful complement to evidence-based medicine, showing how stories help patients, caregivers, and healthcare professionals make sense of illness, identity, and care. Drawing on clinical examples, literature, and language analysis, participants examine how narrative medicine can foster more empathetic, ethical, and effective healthcare communication.

SCIENCE DIPLOMACY: WHERE RESEARCH MEETS THE POLICYMAKERS — AND WHY SCIENCE COMMUNICATORS ARE AT THE CENTRE OF IT | 4 HOURS

Jadranka Jezersek Turnes

Science Communication Advisor and Strategist

When science moves across borders, communication becomes a strategic tool. This workshop introduces the foundations of science diplomacy, exploring how research interacts with policy, international cooperation, and institutional decision-making. Participants examine the different dimensions of science diplomacy—from science in diplomacy to diplomacy for science—and analyse how universities, research institutions, and policy actors translate these frameworks into practice. Through case studies and policy examples, the workshop highlights why trust-building, stakeholder engagement, and strategic communication are central to global scientific collaboration.

AI-READY CV FOR PHD TO INDUSTRY TRANSITIONS WRITING FOR ATS AND AI BEFORE RECRUITERS: MAKING ACADEMIC EXPERIENCE VISIBLE IN INDUSTRY HIRING | 4 HOURS

Cristina Rigutto

Research Communication Trainer

In today's recruitment processes, your CV is often evaluated by algorithms before it reaches a human recruiter. This workshop is designed for PhD candidates, postdoctoral researchers, and early-career scientists preparing for careers beyond academia. Participants learn how Applicant Tracking Systems (ATS) and AI-based screening tools analyse applications, rank candidates, and identify relevant profiles. The workshop focuses on how to translate academic experience into industry language, structure information for machine readability, and build CVs that are both strategically optimised for AI systems and meaningful for recruiters. Special attention is given to keyword strategy, transferable skills, and positioning scientific expertise in competitive hiring environments.