

Communicating

URSCA

UNDERGRADUATE RESEARCH | SCHOLARSHIP | CREATIVE ACTIVITY

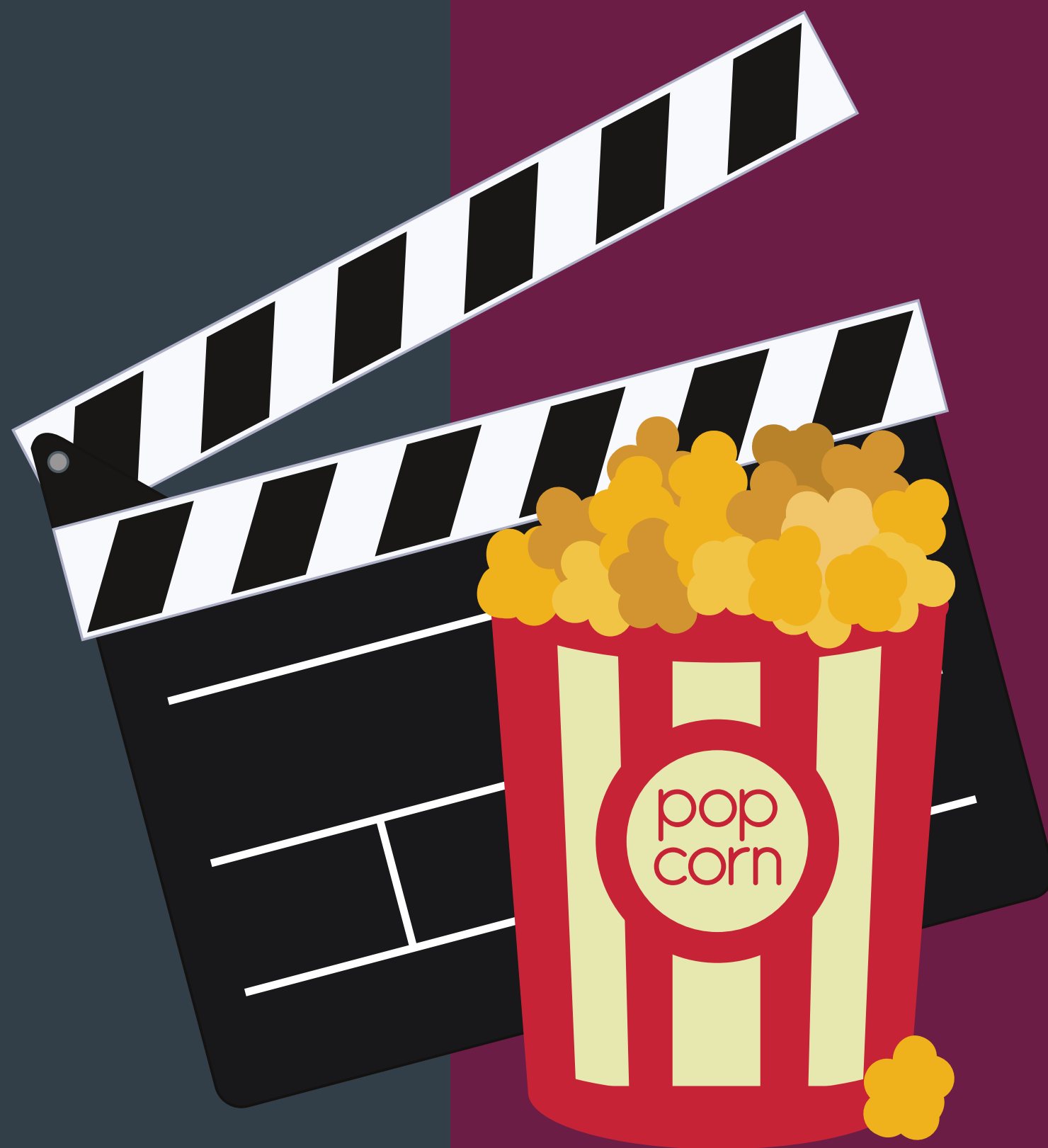
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Objectives

- Adapt your URSCA story for 3 different audiences
- Share and revise written work with peer feedback
- Brainstorm options for your high-impact photo and caption



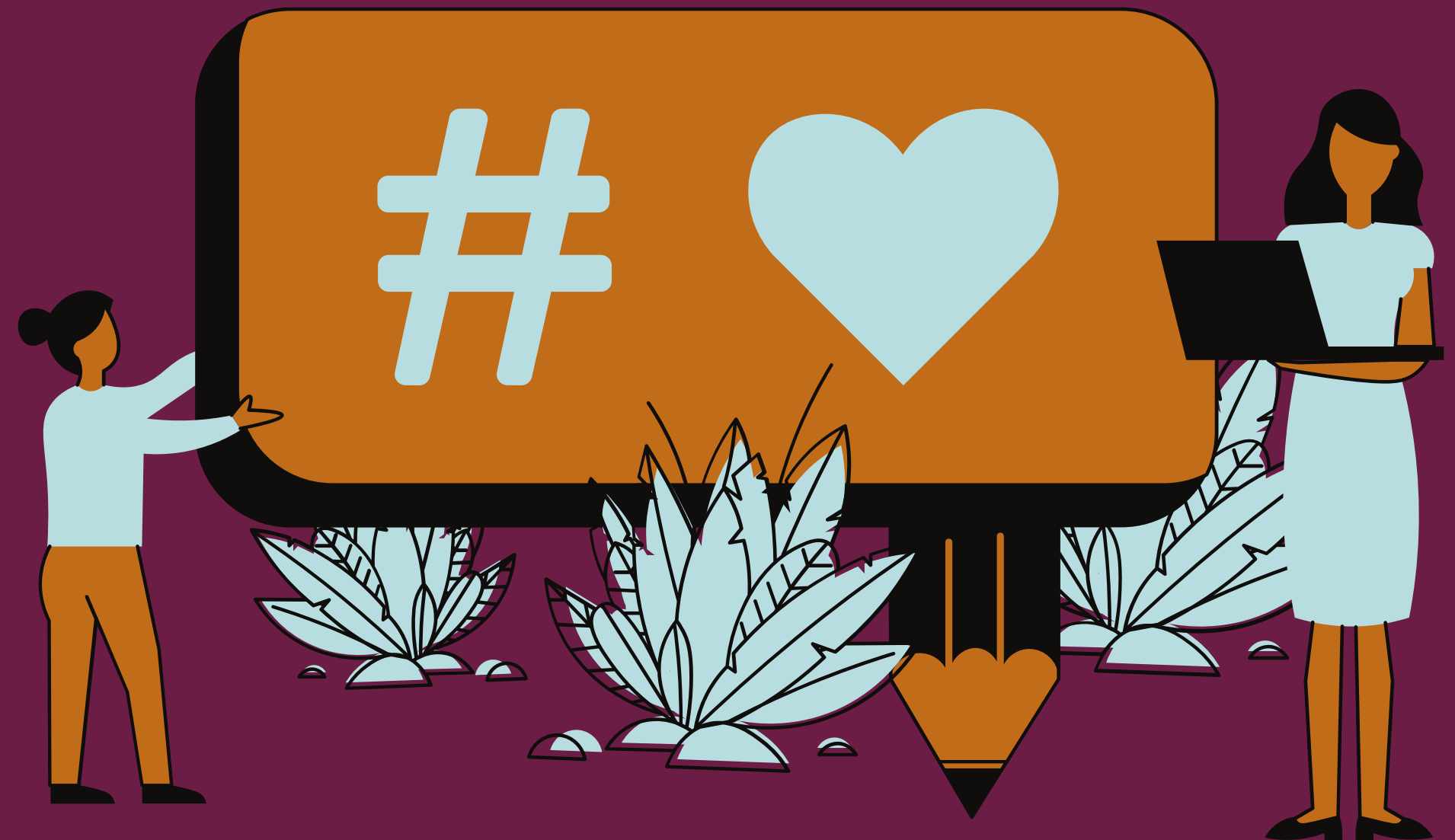
Getting Started

If your URSCA project had a one-line movie trailer, what would it be?



Communication Formats

Brainstorm with your peers and
WRITE ON THE BOARDS as many
formats and media modes you
can think of where a scholar
might share their work with
others.



Purpose

Next to the formats and modes of communication listed on the board, **WRITE THE PURPOSE** of the communication (e.g. teaching, informing, reporting, advocating, persuading, etc.)





Audience

Let's consider 3 audiences:

- General public
- Interdisciplinary scholars
- Experts



Audience #1

General Public (Elevator Speech)

Write 3-4 sentences that explain:

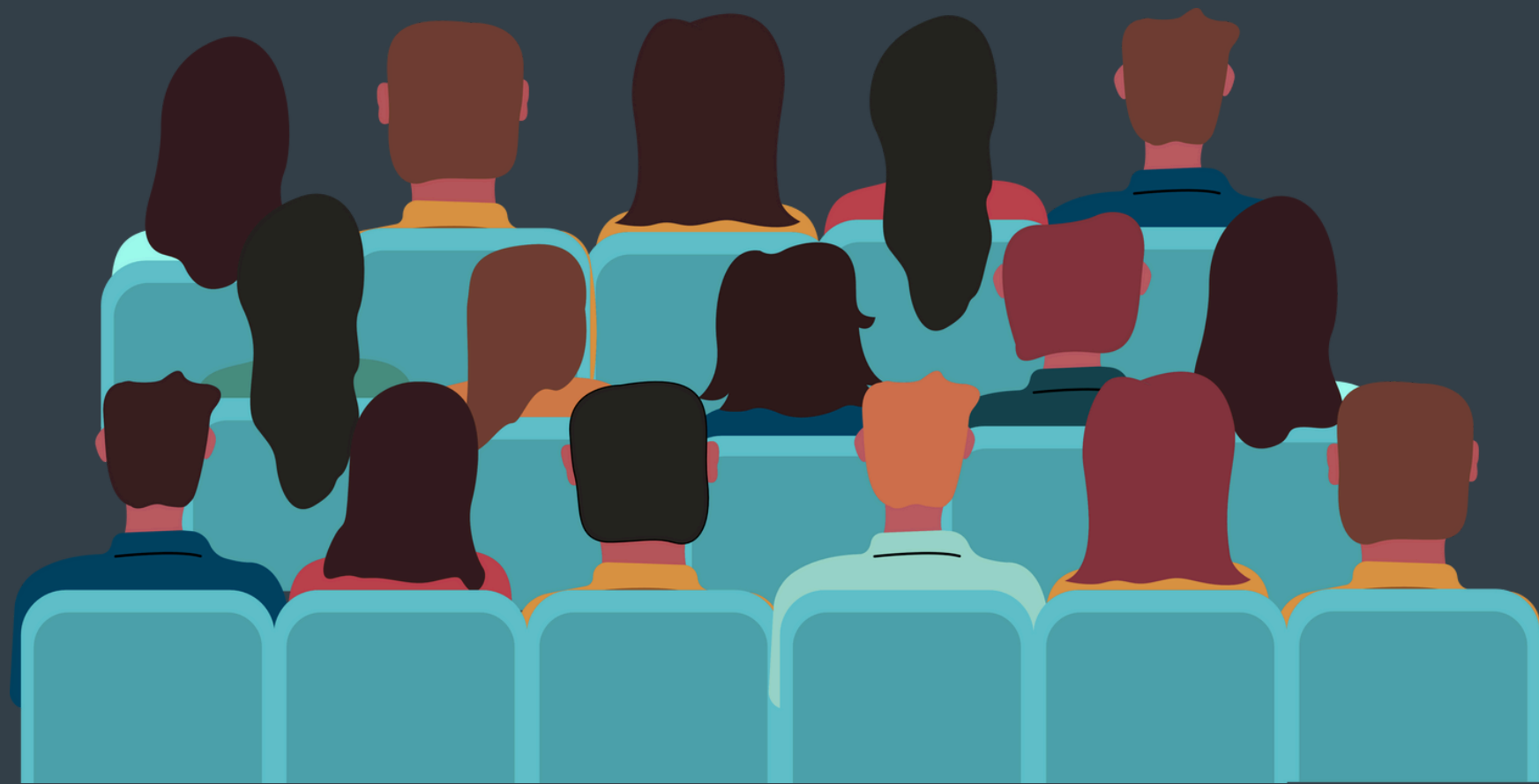
- What you are doing
- Why it matters
- Why you are excited about it

- ✓ Avoid jargon & technical terms
- ✓ Consider using analogies or metaphors
- ✓ Tell a story and the big picture



Peer Feedback





Audience #2

Interdisciplinary Scholars (Abstract)

Write 5-7 sentences that include:

- The topic of your work
- Your research question or aim
- Summary of your methods or process
- Anticipated outcomes
- Significance of your work

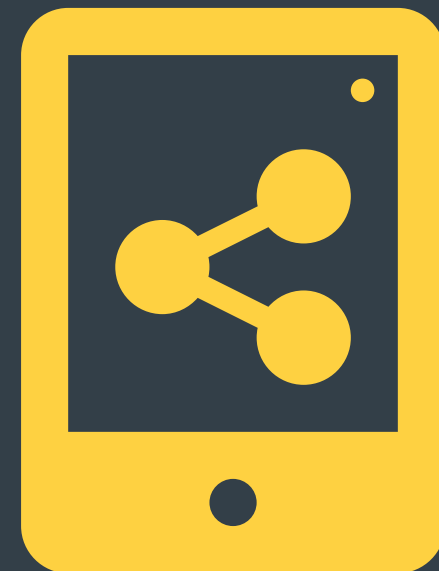
- ✓ Translate disciplinary jargon
- ✓ Clarify with purpose
- ✓ Consider disciplinary connections





Peer Feedback





Audience #3

Disciplinary Experts (Media, Networking)

Write several sentences that include:

- Framework & significance of your work
- Specific question, aim, or problem driving your work
- Details of your methods or process, including analysis of any data

- ✓ Focus on what is new or controversial
- ✓ Explain the scholarly gap your work fills
- ✓ Highlight implications and applications



Sharing Findings Online

Discuss with your mentor before sharing work on any platform (online, written, in person)

- Intellectual property
- Publications/duplication
- Ethics and context

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- High-impact photo
- Caption

