If you love science and technology and wish to make it work in practice, the Science Communication Master track is ideal for you.

Science and technology are very powerful drivers for our 21st century society. This makes communication between scientists, decision makers, media and the general public increasingly important.

TU Delft has established a unique Master’s programme to prepare students to fill key roles as communicators, linking the world of science and technology to society at large.

Looking beyond science and technology “21st century engineers will need to be trusted innovators, master integrators, enterprise enablers, technology stewards, and knowledge handlers,” says Joseph Bordogna, former director of the US National Science Foundation. As a future scientist or engineer, you are expected to have much more than just a solid knowledge of, and skills in, science and technology. Communication has become an essential part of science and technology. Effective communication raises the quality of the development of science and technology, and simultaneously increases your own employability.

So if you’re interested in science communication as a driver of science, technology and society, and you would like to solve real-life communication issues in the field of science and technology, the Science Communication track is ideal for you. This MSc programme provides you with the knowledge and skills to design and optimise strategic communication processes within and between organisations and society. As such, you contribute to the quality of new and emerging science and technology, by attuning innovations to societal demands.

Double degree
The Science Communication track can be followed as a regular single MSc degree track, or as a double degree programme. Both tracks combine Science Communication courses with courses from a technical MSc degree programme. The double degree track allows you to obtain two MSc diplomas in the course of a threeyear programme.
Some characteristics of the Science Communication curriculum

1. Supplement your scientific and technological insights with practical skills and knowledge of complex concepts, such as social behaviour, human relationships, attitudes, interaction and trust.
2. Work with fellow students and real clients to solve practice-based communication problems during course assignments and internships.
3. Boost your employability and enhance your future career.
4. Have the opportunity to obtain a double MSc degree.
5. Use communication theory, policy and strategies to solve complex problems in science and technology, by adapting communication to social, political and organisational contexts.
6. Learn how to effectively link science and society, by transferring your knowledge to a broad audience.
7. Graduate within a programme that is attuned your own preferences.
8. Become part of a multidisciplinary community of communication experts with different backgrounds.

I was convinced that the field of sustainable energy technology (my passion) did not need more engineers. It needs more engineers who are capable of bridging the gap between technology and society. This was my reason for enrolling in the Master’s degree programme in Science Communication. This programme offers the best of both worlds. It introduces students to the ‘softer’ science of communication while providing them with rock-solid technical courses.

Robbert van Leeuwen, (Science Communication student)
Selection of courses

Science Journalism
During this course you learn how to write various types of journalistic articles, including news articles, columns and feature articles. The course takes theory on public communication, i.e. communication aimed at non-scientific experts, as its starting point. Several journalistic investigation and writing strategies are discussed from a theoretical and practical perspective. The final product of this course is a feature article on a scientific or technological topic of your choice.

High-tech Innovation Marketing
Within this course you develop an actual marketing advice plan for a high-tech product within your own technological field. In your role as a communication professional, you combine insights from innovation sciences, science communication and marketing to develop this plan from a theoretical basis. You will discuss the actual implementation of this plan with the organisation you are writing it for, and together reflect on its practical implementation.

Communication, Policy and Strategy
During this course you work together to design an actual communication policy and strategy plan within a real organization, aimed at renewing or further developing the corporate image, for example. This course builds on communication policy and strategy theories to explore and develop the practical sides of this plan. At the end of the course, the resulting recommendations are presented to the organization.

Science Communication Colloquia
Apart from academic content, the Science Communication track also offers several colloquia focusing on specific skills. Here, guest lecturers with communication jobs in a range of fields are invited to present their practical communication experiences. These speakers include corporate consultants, policy makers, marketers, journalists and spokespersons, and they share their expertise on advising, negotiation, marketing, writing and interaction with the media.

Overview of students’ experiences

Noor Buttinger - Technology, Policy & Management
"I think that Science Communication connects very well with the TPM content of my MSc in Systems Engineering, Policy Analysis and Management. Science Communication teaches you how to help people who speak ‘different languages’ to translate and transfer their knowledge, e.g. within Multi-Actor Systems. You connect people in a way while still being engaged in science and technology-related topics. Science Communication helps me to look beyond one discipline and keeps me curious."

Daan Vos - Industrial Design
"My MSc programme in Strategic Product Design focuses on new product development. The Science Communication (SC) track provides a new perspective by taking a broader view, by looking especially at stakeholders and their interests. The SC program enables me to better understand the complexity of product development and provides insights into how to realize project goals when people with different opinions or interests are involved."

Thomas Schenderling - Applied Sciences
"During my Bachelor’s I studied Applied Physics. Many of my friends decided to pursue a Master’s in physics. This did not seem to suit me. The amount of science subjects became too much for me. In my Bachelor’s, I hardly learned any social competences (e.g. presenting) as we never had to present our results. For me, that was the reason to study Science Communication: besides studying ‘pure’ science, I also wanted to be able to tell others about it. Both science and science communication, I like it!"

Roelof van den Berg - Computer Sciences
"During my studies in Computer Sciences, I found that in critical situations such as disaster relief, people often have no overview of the situation. During the MSc track in Science Communication I gained knowledge about communication processes. What information is best shared to create necessary overview and how to share this, is where my two fields of study come together; now I can develop tools to create overviews of many situations, such as disaster-relief scenarios."

Steven Puylaert - Civil Engineering
"I am doing a double Master’s degree in Science Communication and Transport and Planning. During my years at TU Delft, I have seen many inspiring projects in the field of infrastructure of which I would have liked to see more than just the plans on the drawing board. Therefore I hope to contribute to the actual implementation of new innovations by using my knowledge of Science Communication."

José Chan - Architecture
"After a Bachelor's in Architecture, I made the decision to study Science Communication. It seemed like a huge step, but there proved to be a link between Science Communication and the role of architects in society. They make decisions in processes in which many actors are involved and not everyone agrees with their decisions. In Science Communication you learn how to deal with such situations, and highlights many sides of the architectural profession that I hadn’t been aware of before."
Admission requirements and application procedures

Applicant information
Applicants seeking admission to the MSc Programme in Science Communication should have a Bachelor’s degree in one of the natural sciences or technology subjects related to those taught at the Delft University of Technology. To determine whether you are eligible for admission, please visit www.doorstroommatrix.nl

If you have already completed a suitable Master’s Programme and decide you want to enroll in the Science Communication track at a later stage, it may be possible to complete the programme in less than the standard period of two years, as you may be exempted from a portion of the scientific course curriculum.

Double degree information
Apart from a single MSc track, students are also offered the opportunity to obtain a double degree (MSc + MSc = 180 ECTS). This three-year double degree programme is available for students who are interested in acquiring knowledge and skills in communication, but also wish to obtain a technological degree at the MSc level. For those students, the thesis for the technological MSc and the communication programme could be integrated into a single graduation thesis for both degrees.

For further information
Please visit the webpage for all details with regard to the admission requirements, deadlines, course content, deadlines and contact information:
www.sec.msc.tudelft.nl

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