

Imperial College London
MSc in Science Communication
Aptitude assignment

Please complete both parts of the assignment below. Our assessment of the completed assignment is a major deciding factor in who we invite to interview. Good luck!

Assignment

1. Select a piece of science communication taken from a newspaper (print or online) and aimed at a non-specialist audience. Outline the strengths and weaknesses of the material as a piece of science communication in about 400 words. Your analysis must take account of the likely audience for the communication and why the subject is important to them. Pay particular attention to the non-scientific contexts of the article (the wider news agenda into which it fits, for example). Please include either a scan of or link to the material you have analysed with your submission.

 2. Prepare a piece of science communication yourself. This might be all-text, all-illustration, or a combination of the two. It should be self-contained and the text should be no longer than 400 words. In addition, please specify the outlet for your piece (i.e., which newspaper or magazine it is aimed at or, for other types of material, who the target audience is and where they would find the piece).
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Your assignment should be attached along with your personal statement, under the 'personal statement' section of the online application form.

Your application should also include a copy of your CV and a personal statement.

Your CV should list your education to date, your work experience (including voluntary work where relevant), and any publications you have. Include a brief summary of the duties each post entailed, but please keep your CV concise and factual – i.e., give dates and place of employment rather than describing the skills you have acquired.

Your personal statement should discuss why you want to move into the field of science communication, how your experiences to date have informed this decision, and what you expect to get from a masters degree in this subject. The personal statement must not exceed 500 words.

If you have difficulty attaching any of the documents to your application, please email liam.watson@imperial.ac.uk.