MODULE 8: MARINE SCIENCE COMMUNICATION AND OCEAN LITERACY

1. OBJECTIVES

The objectives of this module are:
- to explain the importance of marine science communication in promoting ocean sustainability.
- to evaluate different communication strategies suited for diverse audiences.
- to define ocean literacy and identify its seven essential principles.
- to highlight the importance of OL in marine science communication
- to present Marine Science communication examples under BRIDGE-BS
- to showcase the Black Sea Literacy Network under BRIDGE-BS
- to understand what Black Sea literacy means in practice (beyond ocean literacy)
- to explore effective tools, methods, and settings for fostering societal change
- to learn about real-world initiatives in education, policy, and community engagement

2. INTRODUCTION

Our oceans play a critical role in sustaining life on Earth, yet they are facing unprecedented threats. Communicating marine science clearly and effectively is key to ensuring that the public, policymakers, and communities understand the value of our ocean and are empowered to protect it.

This module explores how marine science communication can bridge the gap between complex science and public understanding. It introduces the concept of Ocean Literacy, the essential understanding of the ocean's influence on us and our influence on the ocean, and guides you through strategies to effectively share marine knowledge. Additionally, it shares BRIDGE-BS examples of Marine Science communication, presents the Black Sea Literacy Network and urges whoever is interested to join.

It also showcases a number of activities undertaken under the project as Best Practices, which bring citizens closer to the Black Sea, its environment and multicultural identity. It provides practical strategies for translating ocean literacy principles into real-world action within the Black Sea region. Moving beyond communication theory, learners explore educational, civic, and policy-oriented practices that foster Black Sea literacy, a shared understanding and care for the sea, its ecosystems, and coastal communities. Through regionally grounded examples and hands-on tools, learners will be equipped to inspire meaningful societal change.

3. READING SUGGESTIONS
- https://www.fao.org/fileadmin/templates/webguide/pdf/SM-Storytelling-Guide-en.pdf
- https://www.marine-ed.org/ocean-literacy/overview
- https://unesdoc.unesco.org/ark:/48223/pf0000260721

- https://openknowledge.fao.org/server/api/core/bitstreams/498fd9bf-7ab3-4c4b-8ddc-9405c2c3ed02/content
- https://enlargement.ec.europa.eu/document/download/170d9b3a-d45f-4169-80fa-9adb753c0921_en?filename=EU%20Strategic%20Approach%20Black%20Sea%20Strategy.pdf

4. EXTERNAL LINKS

- BRIDGE-BS Citizen campaign videos
  https://www.youtube.com/playlist?list=PLSLsJf4DPfBx-4818ikAYPcG7wz1aOHN8
- BRIDGE-BS Call to action film
  https://www.youtube.com/watch?v=lWRlrbiHBzc&list=PLSLsJf4DPfBxMZY-Md93GI2iB_XpTNNWF
- BRIDGE-BS has initiated and established a Black Sea Literacy (BLC) Network
  https://bridgeblacksea.org/index.php/ocean-literacy-network
- Anyone interested in joining the BCL group can follow this link:
  https://www.linkedin.com/showcase/emsea-black-sea/about/
- Virtual Blue Career Center
- https://bridgeblacksea.org/index.php/virtual-blue-career-center/
- Black Sea Young Ambassadors
- https://bridgeblacksea.org/index.php/young-ambassadors/
- Responsible Consumption Campaign - Black Sea Cook Book Seafood Recipes
  https://heyzine.com/flip-book/86f597d0c4.html
- BRIDGE-BS Scientific Diving Course video
  https://www.youtube.com/watch?v=gX3E5GrgAzQ