



## PROJECT PROPOSAL FORM

Making the Most of Masters aims to improve collaboration between employers and universities by providing opportunities for postgraduate students to undertake work based projects as an alternative to a traditional university dissertation. Projects should address a real need within the host organisation and be beneficial to both host and student.

The Marine Alliance for Science and Technology for Scotland (MASTS), pools the majority of Scotland's marine research capacity. MASTS members provide Masters courses in a range of marine related disciplines and many of their students are keen to undertake applied projects outside of academia.

### Notes on Topic Selection

A relevant academic will work with your organisation to refine your proposed topic and ensure it meets both your needs and the academic requirements of the student. Projects should typically be achievable within a 12–16 week timeframe (including writing the final report).

Your proposed project could be:

- A specific project title or topic for the student to deliver;
- A general idea of a business need which requires further development;
- A core research theme to be developed by the student into a bespoke project;
- An intended outcome for the organisation.

The level of detail you provide will determine the extent to which further discussion may be required with the relevant programme director to ensure suitability.

desk-based/data studies that will easily facilitate remote working and remote supervision are welcome, as well as in person and/or experimental based projects where appropriate.

### What's Next?

Please send your completed form to the MASTS Programme Coordinator & Deputy Dean of Grad School, Dr Emma Defew ([masts@st-andrews.ac.uk](mailto:masts@st-andrews.ac.uk)) before the deadline.

Following submission of the form, it will be channeled to the leaders of the various Masters programmes that operate within the MASTS community and a representative from the most relevant programme or department will get in touch to discuss the project scope, delivery and the selection of an appropriate student. If more than one student expresses an interest in your project, you will need to ensure discussions take place to enable the most suitable student to be matched with your project. The projects themselves usually won't start until May or June.



**Making the Most of Masters**

## **MASTS - Making the Most of Masters – Project Proposal Form**

**Name and address of Organisation:**

Fishing into the Future  
(working remotely – although office registered at Fishmongers Hall)

**Name of the key contact in Organisation:**

Emma Plotnek

**Contact e-mail and phone number:**

07311 812 105

**Title of proposed project:**

Jargon Busting – Let's all speak the same language

**Project outline and intended outcomes:**

Fishing into the Future is a UK Charity, led by people in the industry, that aims to support fishermen and industry people to work more effectively with scientists and fisheries managers, and vice versa.

We are continually promoting the use of effective language and communication styles in multistakeholder environments. At all of our events we produce a "jargon buster" – or a glossary of terms for the people attending, we also spend a lot of time providing guidance to scientists and managers on the content and language in their presentations. Not only do science and management use a whole wide range of terms and acronyms that are unfamiliar to most outside their working circles, fishermen and industry people also use a whole range of slang and terms that is not understood by people who don't fish! These can be more problematic – as a *google search* may not be able to tell you accurately the difference between a fish pot, trap or creel!

We would love to work with a bright student interested in communication, language and fishing communities to support our work to "jargon bust" and make sure we are as accurately as possible defining terms and sharing them publicly, so we are all better understood.

We are working on digitalising a Jargon Buster on our Fishing Porthole Website (<https://www.fishingporthole.co.uk/learn/jargon-buster/>). If suitable, the student could collate terms frequently used (we already have a start on this database), verify descriptions and write them in a clear and concise way that can be widely understood, and help us to update the online Jargon Buster (we can provide wordpress training if not familiar with this). Beyond this – they could look at the right approaches, language and terms for constructing communications about fisheries management and science to the fishing industry (possibly a short, evidence based guide) that can be used by scientists and fisheries managers as a

guide for talking to people outside fisheries management and science (i.e. if communicating directly to fishermen).

We will be holding an event in winter 2024/2025 on the Clyde with the opportunity for them to attend and research for their work.

**Any additional comments e.g. details of specific disciplines required, methods to be used, travel involved, where the work would take place (i.e. at the host site or at the University), whether you foresee any Intellectual Property or confidentiality issues (and if so, what form might these take?):**

Science communication, suitable for someone with an interest in social science and anthropology.

I'm based on the South coast of England so remote work with one funded trip to join our workshop on the Clyde (date and location TBD)