

Title: Elective Training: Basics of science communication

Instructor(s): Ingo Knopf (NaWik)

Abstract:

Researchers play a central role in communicating science to the public, alongside professional communicators and journalists. Scientists write articles and opinion pieces for news media, give interviews, are active on social media, give presentations at public events, and much more. To successfully reach broader audiences, it is important to focus on clear and comprehensible core messages.

This introductory seminar is designed to raise awareness of the importance to communicate science. Participants learn the basic principles of science communication. They hear about the interaction of academia and the news media. Using a simple framework, participants discover the core aspects of good science communication and identify the reasons why science communication is important. In particular, these topics will be covered:

- The main actors and changes in the science communication landscape
- A framework for successful science communication – the NaWik Arrow
- Identifying stakeholders and segmenting target audiences
- Getting your message across clearly with your own core message
- The factors underlying trust in science - and in scientists

Assignment: Active participation

Credits: 1 workshop day