

Course Summary

The participants will learn how the public perceives information and what can be learnt from this concerning communicating the own research topic. They practice how to prepare and communicate a scientific topic in a way that the public is reached. Theoretical inputs are given, questions about science communication are discussed in detail, and two practical exercises are offered. Exercises in small groups deepen the theoretical aspects.

Guiding Questions

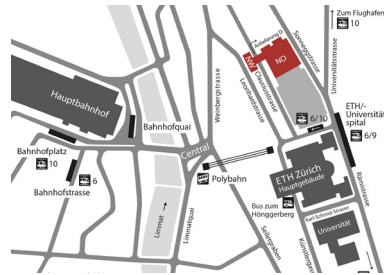
- How to bring a research topic into the media?
- Which topics are particularly attractive for media, and why?
- How to prepare a research topic such that it find its way into the media?
- What are the criteria for the media to decide what to publish/present or not?
- What are the stimuli that attract the public?

Methods

The argumentation is strongly adapted to the participants' background of natural sciences. The theoretical inputs are geared at the science background to readily transfer the workshop outcome to practice.

Time and Location

**14 September 2017, 09:00 – 16:30 at ETH Zurich,
NO building.**



Who can apply?

The workshop is open to everybody interested in science communication. An application form has to be filled in at www.c2sm.ethz.ch/events/climate-communication-workshop-2017.html until 06 August 2017.

The number of participants is limited to 30. Members of the executive board of SGM and C2SM decide about the acceptance of applications. The selected participants will be notified until 15 August 2017. Preference is given to members of SGM and C2SM. The applicants are asked to provide a five-sentence motivation letter.

Costs

The participants have to pay 40 CHF for the whole workshop. The application can be withdrawn until one week before the workshop. Otherwise, no refund is provided.

More information and application form at:

<http://www.c2sm.ethz.ch/events/climate-communication-workshop-2017.html>

<https://naturwissenschaften.ch/organisations/sgm>

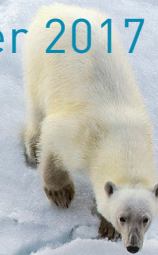
SGM

C2SM

CLIMATE and WEATHER COMMUNICATION MEDIA WORKSHOP

with Beat Glogger

14 September 2017



09.00 Input I and basics

- 1) Principle differences in how scientists and the media/public perceive the world
- 2) Neuronal mechanisms of perception – improving science communication

10.30 Coffee break

10.50 Group exercise: Identify the factors that transform a research topic into a story

11.15 Presentation and discussion: What works already, and what needs further refinements?

12.30 Lunch break

13.30 Input II

- 3) How to prepare a complex research topic in an understandable way?
- 4) The principles of inductive and deductive reasoning
- 5) How to bring suspense into a story

14.45 Break

15.00 Group exercise II: How can I present my research topic in a way that excites/reaches the public?

15.15 Presentation and Feedback

16.00 Input III

What to do if I am contacted by media?

How to prepare a strategy for answering. About legal things.

16.30 End of workshop

