

## SCIXCOM – Training in Science Communication | 2018 Fall

**Date:** 16 November, 2018.

9:00 AM – 3:00 PM

**Venue:** C315

**Instructor:** Prof. Dr. Petra Aczél

**Research credit:** 3

**Number of students:** 6-10

### Brief description:

This training in science communication and presentation aims at introducing a new frame for preparing, producing and performing science messages. Focusing on the enrolled doctoral students' research topics the course will identify the six different audiences a researcher shall meet, their specific needs, interests and demands and the ways these can be satisfied by messages tailored accordingly. **SciXcom** is a model built by senior researchers of CUB to interpret, describe and practise science communication – the course will be built on its findings and methods.

It is a one-day-long intensive, practical course made up of four modules titled:

- Topic,
- Influence,
- Innovation and
- Ethics.

Participants will be evaluated upon their active contribution and preliminary task preparation.

### Preliminary task:

Prepare yourself for a discussion and a one-minute-long talk on fake science. Take this question for a start: "What do you think about the success of fake science?"

There is no need to hand in any paper on the topic, but to be prepared to present and discuss it orally during the training.

### Course reading:

Lebrun, Jean-Luc 2010: *When the Scientist Presents*.

Hackensack, NJ: World Scientific Publishing.

SZÉCHENYI 2020



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