SCIXCOM – Training in Science Communication | 2020 Spring

Date: 10.00-13.00, 08 May 2020
Venue: Online (Youtube stream and MS Teams)
Instructor: Eszter Deli, Ph.D. (eszter.deli@uni-corvinus.hu)
Research credit: 3
Number of students: 8-10
Registration: starts at 11:30 on 22 April 2020 on this link

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 an intensive, practical course made up of four modules titled:
- Topic,
- Influence,
- Innovation and
- Ethics.

The instructor will make 3 educational videos and send it to the participants on a link via Moodle by the 8th of May.

Participants will be evaluated upon their preliminary and after-course task preparation.

Tasks:

BEFORE WATCHING THE VIDEOS:

1. Introduce your research topic in 2-3 minutes as scientifically as you can in a short video and send it to the instructor by the 04 May.

2. Prepare a short paper (2 pages) that answers the question: What is Science Communication? and send it to the instructor by the 04 May.

3. Prepare a short paper (2 pages) that answers the question: “What do you think about the success of fake science?” and send it to the instructor by the 04 May.
AFTER WATCHING THE TRAINING VIDEOS:

Based on the literature involved in the videos, six audiences of science communication are identified (academia, public, education, investors/sponsors, agencies/tenders, database).

1. Write two abstracts (2000 characters incl. spaces) of your research topic for two different audiences (not the academia one, for you probably have done that for the first task). And send it to the instructor by the 15th of May.

   The email address of the instructor is: eszter.deli@uni-corvinus.hu

Course reading: