

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:

Lebrun, Jean-Luc 2010: *When the Scientist Presents*. Hackensack, NJ: World Scientific Publishing.

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