

Wednesday 7th December, 2016

Summary: CICASP Seminar 45
Science Talk: Media Interviews 3

At the beginning of this workshop, each participant was handed a piece of paper and gave feedback on and suggestions for CICASP Seminars. The schedule for the next seminar has been fixed, but your comments provide valuable information will be useful in designing future syllabuses.

Following the interviews in the previous seminar, each student had prepared a written summary. Two formats were used for the summaries:

1/ Critical

The goal is to convey the most relevant scientific information about the paper, to highlight its scientific value;

2/ Press/Media

The goal is to convey the most popular information about the paper, to appeal to a large and general audience.

After each summary was read aloud, the audience asked questions matching the style of summary. Questions after critical summaries were those that members of a scientific audience might ask; questions after media summaries were those that the general public/non-scientists might ask. The speakers answered the various questions well, and lively discussion followed.

Wednesday 18th January, 2017

Outline: CICASP Seminar 46
Outreach & Education: Know your audience!

This will be the first seminar in this block of three on the topic of outreach and education. Science outreach is the term used to describe promoting public awareness and understanding of science. This is applicable to communicating your research to more general audiences. This block leads on from the previous, 'science talk' block, by focusing on helping you matching your method of communication and content to your specific target audience.