

Adam Mickiewicz University in Poznań

Faculty of Chemistry

INNChem - rozwój kompetencji doktorantów kluczowych w pracy o charakterze badawczo-rozwojowym

Talking about science to non scientific audiences

dr hab. inż. Krystyna Malińska

Researcher's workshop

Field of science	interdisciplinary
Teaching method	Workshop
Language	English
ECTS credits	1
Numbers of hours	15
Aims of the course	The course will help the students to understand the importance of addressing non scientific audiences (e.g. layman, investors, funding agencies, etc.) and provide useful techniques to successfully explain research and to pitch ideas to non scientific audiences (e.g. elevator pitch for scientists, research presentations).
Course contents	<ol style="list-style-type: none"> 1. Communicating science: the basics and beyond 2. Storytelling to communicate science 3. Pitching ideas to non scientific audiences 4. Role-playing exercises to communicate scientific work
Prerequisites and co-requisites	None

Learning outcomes

On completion of the course PhD candidates will be able to:	Assessment mode
<p>The graduate is able to make use of knowledge from different fields of science for creative identification, formulation and solving of complex problems and research work, in particular:</p> <ul style="list-style-type: none"> - to define the aim of research work, formulate research hypotheses, - to develop and creatively apply research methods, techniques and tools - to draw conclusions. 	Course assignment: a presentation
<p>The graduate is able to critically analyze and evaluate results of research work, experts' analyses, and other work of creative character and their contribution to science development.</p>	



<p>The graduate is able to speak in a foreign language at a level allowing participation in international scientific society and research groups, in particular is able to initiate and establish international contacts for exchange of experience and ideas.</p>	
<p>The graduate is ready to realize social obligations of research workers and initiate activities for public interest, e.g. by spreading in the correct way the information and opinions on the achievement of science, engagement in education of specialists and other activities contributing to development of civil society based on knowledge.</p>	
<p>Literature</p>	<ol style="list-style-type: none"> 1. Heath C., Heath D. Made to stick. Why some ideas survive and others die. Random House 2008 2. Luna R.E. The art of scientific storytelling: transform your research manuscript using a step-by-step formula. 2013 3. Alley M. The Craft of Scientific Presentations: Critical steps to succeed and critical errors to avoid. Springer, 2003
<p>Additional information</p>	<p>Schedule (suggested dates):</p> <ol style="list-style-type: none"> 1. 30.11.2018 (Fri) – 13:45-16:00 (3h) 2. 07.12.2018 (Fri) – 13:45-16:00 (3h) 3. 14.12.2018 (Fri) – 13:45-16:00 (3h) 4. 25.01.2019 (Fri) – 11:30-16:00 (6h) <p>Contact: malinska.krystyna@gmail.com</p>