

MAGKS Course

Science Communication and Research Consulting



Prof. Dr. Felix Roesel (TU Braunschweig)

07 October 2024 to 09 October 2024

TU Braunschweig, Institute of Economics (Spielmannstr. 9, 38106 Braunschweig)

Content

This course provides a hands-on training in science communication. You will learn how to bridge the gap between science and the public in writing and talking. The course combines theory, expert experience, and interactive workshop elements. We will craft and polish policy papers, press releases, elevator pitches, and interviews.

Requirements

Please bring one of your recent research papers (if not yet available: Master thesis).

Language

English (German on demand, for example in the workshop part).

Exam

No examination. Active participation will be confirmed.

Capacity and registration

To make this an effective workshop, the course is limited to 12 participants. First-come-first-served applies.

Please register via the MAGKS website: <https://magks.de/courses/registration/>

Literature

Aines, R. D., & Aines, A. L. (2019). Championing science: Communicating your ideas to decision makers. University of California Press.

Bertemes, J. P., Haan, S., Hans, D. (Eds.). (2024). 50 Essentials on Science Communication. De Gruyter Mouton.

Schimel, J. (2012). Writing science: how to write papers that get cited and proposals that get funded. Oxford University Press.

Schedule

Day	Time	Topic
07 October 2024	<i>Morning session: Introduction</i>	
	10:00–10:30	1. Welcome and overview
	10:30–11:15	2. Understanding your audience
	11:15–12:00	3. Compelling narratives
	<i>Afternoon session: Writing</i>	
	13:00–14:00	4. Data visualization
	14:00–14:30	5. Policy paper
	14:30–15:00	6. Press release
15:00–17:00	Workshop I	
08 October 2024	<i>Morning session: Hands-on</i>	
	10:00–12:00	Presentations/feedback (from Workshop I)
	<i>Afternoon session: Talking</i>	
	13:00–14:00	7. Elevator pitch
	14:00–15:00	8. Interview
15:00–17:00	Workshop II	
09 October 2024	<i>Morning session: Hands-on</i>	
	10:00–11:30	Presentations/feedback (from Workshop II)
	11:30–12:00	9. Conclusions

The program includes coffee breaks and a social program.

Contact

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