
Testi del Syllabus

Resp. Did. **RAMANI DONATO** **Matricola: 032630**

Docente **RAMANI DONATO, 3 CFU**

Anno offerta: **2020/2021**

Insegnamento: **980SV - COMUNICAZIONE SCIENTIFICA IN LINGUA INGLESE**

Corso di studio: **SM53 - GENOMICA FUNZIONALE**

Anno regolamento: **2020**

CFU: **3**

Settore: **L-LIN/12**

Tipo Attività: **D - A scelta dello studente**

Anno corso: **1**

Periodo: **Primo Semestre**

Sede: **TRIESTE**



Testi in italiano

Lingua insegnamento English

Contenuti (Dipl.Sup.) The course is divided into 7 topics that will be addressed in one or two lessons:

1. Organizing an effective presentation

From slide organization and content selection to posture, gesture and oratory principles, the lecture will address the most important aspects to bear in mind to set up an effective talk.

2. Writing for the media.

In the lecture, we address issues such as long and short formats, lexicon to use and the one to avoid, text structures, style and approach to adopt on the different type of media (press, radio, online etc.).

3. Talking with the media. The interview

How to get prepared for interview? Which are the main points to keep in mind when you are in front of a mike? How to organize the contents in a really effective way? These are just some of the questions we are going to answer in this part of the course.

4. Social media for scientists.

Managing social media for professional purposes is nor easy neither fast. Tricks, pieces of advice and rules of thumbs to know to manage a social network profile.

5. Organizing a public event

In this part, different types of public events will be presented together with the basic rules to keep in mind in events' organization and management.

6. Communicating with policymakers

Communicating with policymakers in an effective way is one of the most important and often underestimate aspect of researcher's work. A few communication tools which can be particularly useful in these types of

communications will be presented.

7. Get ready for an academic job interview

The good answers to give and the questions to expect will be asked: how to manage this potentially critical situation.

Testi di riferimento

Handbook of Public Communication of Science and Technology, by M. Bucchi and B. Trench, Routledge International Handbooks, 2008
Supporting material. Through the Moodle platform, students can access the slides of the lectures and other teaching material including scientific articles and reviews.

Obiettivi formativi

In keeping with the Dublin Descriptors for Master's awards, the aim of Course is to provide a basis or opportunity to demonstrate (by Students):

Having acquired the main concepts of science communication, with a focus on audience analysis and communication goals.

Having understood the mass media logics and acquired oral and written tools to use for an effective interaction with journalists

Having understood the principles of the different science communication tools, from oral presentation and lay article writing to public events and social media.

Knowledge and understanding

The course includes practical activities organized to give the students the opportunity to verify their learning and test the communicative tools by themselves.

Autonomy of judgement

The structure of the course is based on a continuous exchange of ideas between the teacher and the students. The development of critical thinking, which is indispensable to analyze the different communicative experiences and forms of communication, will be warmly and continuously encouraged.

Communication skills

The course aims to provide science communication's theoretical and practical tools. This tools can help the students to understand its intriguing dynamics and evolution. At the end of the course, the participants will be able to communicate in a more informed and effective way with different audiences.

Learning ability

The course tests the students' learning through practical group and individual activities and promote the deepening through bibliography and links.

Prerequisiti

Students should have basic knowledge of the mechanisms that rule scientific knowledge production, in academic environment and more.

Metodi didattici

Frontal lectures and seminars of invited experts, group discussion, group or individual exercises.

Altre informazioni

Students have access to the slides of the lectures through the Moodle platform, together with other teaching material including scientific articles, reviews, websites and self-evaluation tests.

Modalità di verifica dell'apprendimento

The final mark will be based on the exercises done during the course, which will contribute for the 40% and a final written exam about all the topics addressed in the course, which will contribute for the remaining 60%. The written test will last for 2 hours and will consist of 3 questions with open answers.

During the course, proper indications about the exam, questions' analysis and techniques to organize the answers will be provided. Any changes to these indications, which may become necessary to ensure the application of safety protocols related to the COVID19 emergency, will be communicated on the Department's and Degree Course websites and Lecture course Moodle page.

Programma esteso

1. Organizing an effective presentation

Analysis of the key elements for the delivery of an effective presentation. The lecture will address the selection of contents and construction of the script, the coherent and effective organization of the slides and, to finish, some tips for an effective performance.

2. Writing for the media

Introduction to the media logics, from the concept of newsworthiness to the role of the press office, focusing on the key features of a short news and a press release.

3. Talking with the media. The interview

Analysis of the aims, characteristics and criticalities of the different types of interviews - for print, radio or TV stations - through the analysis of specific examples.

4. Social media for scientists.

Overview of the main social media used by researchers. Analysis of the characteristics, benefits and challenges of the different types: from academia.eu or researchgate, to the most common one, such as Twitter and Facebook.

5. Organizing a public event

Overview of the biggest local, national and international science events. Analysis of the different formats and targets. Introduction of the key phases of event organization, from creation to evaluation.

6. Communicating with policymakers

Presentation of the different roles that a scientist can play in the interaction with policymaker. Analysis of a few communication instruments which can be particularly useful with this specific target.

7. Getting ready for an academic job interview

Presentation of the typical topics addressed during an academic job interview through the analysis of the typical questions and the most effective ways to reply.



Testi in inglese

English

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