

## MARUM / GLOMAR Public Engagement Course

### Basics of Science Communication: Writing for the Media and the Public

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#### Objectives

This course aims to give an introduction into the basics of writing for the media and the public. Participants will practice to communicate effectively with non-specialists about their research.

#### Topics include

- Communicating to the public
- Addressing your target group, understanding your audience
- Translating your science into a news story
- Press releases
- Writing tips and style guide
- Ethical issues

#### Target group

Marine scientists with an interest in communicating (their) science to the public

#### Location and Time

MARUM, University of Bremen, Leobener Str. 8, 28359 Bremen, Germany  
MARUM I (main) building, room 2070

09.00 – 12.30 hrs.

#### Registration

To register for this course, please visit the [course webpage](#).

*Please note that your registration will be binding.*

The registration deadline for this course is **27 September 2018**.

Any enquiries regarding the course should be addressed to [early-career@marum.de](mailto:early-career@marum.de).