

## Transferable Skills / Public Engagement / Science Communication Course

### Conveying the Message – Communicating Complex Science to Non-Experts

Werner Große  
Technical University Braunschweig

2 - 3 May 2019

#### Objectives

Science is expected to yield information that is useful to society. It provides us with facts and their logical correlations - but also with uncertainties. In the past years, the public focus on science and the methodology and communication of science seems to have increased. Terms like 'facts', 'fake news' and 'post-factual times' are frequently used in daily news coverage.

At the same time, the means of communication have evolved and there are plenty of options to reach your audience, for example through classical presentations using PowerPoint, but also through short films, social media, blogs etc.

Science communication is more than simply translating the jargon of science into a language the public or your peers from other fields understand. While we will always want to make sure to get the content of our message right, how we communicate is also crucial. The different media can help us to illustrate the story we want to share. But it is also the mind-set and attitude of the presenter that can make a real difference.

In this course, the lecturer invites you to re-think ways of presenting science, develop your own 'philosophy' of science communication, and to discover new means of telling a story by using different media with different approaches.

#### Topics

- Presentation and Performance
- Complexity and Comprehensibility
- Mediatization and Communication
- Explanation and Evidence

#### Methods

Lectures and presentations by the lecturer; presentations by the participants (voluntary); discussions

**Participants are invited to bring and present their own pieces of science communication they have produced to share and discuss with the group.**

## Early Career Researcher Support Programme

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### Target Group

Everyone who struggles to make their research understandable to others, and everybody else who is simply interested in science communication and new approaches to the topic.

### The Lecturer

Werner Große is a mathematician and journalist. He has worked as an author and producer of scientific films and TV formats for several decades. Until 2012, he was leading staff of the Institute for Scientific Film and Media (IWF) in Göttingen. Since 1999, he has worked as a lecturer in the field of media and science communication at the Technical University of Braunschweig.

### Location and Time

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

09.00 – 17.00 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 **24 April 2019**.

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