

MARUM / GLOMAR Public Engagement Course

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

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Science communication team*

22 – 23 July 2020

live online via Zoom

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

Structure

The course will offer a mix of lectures and (writing) exercises. **There will be a writing practice ('homework') for the afternoon of the first day (22 July).** To be able to talk about the texts in the group on the second day and to get individual feedback, please prepare to hand in your documents in the evening of 22 July.

Target group

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

Format and schedule

The course will be given online via Zoom. Participants need a laptop or desktop computer incl. video conferencing tools (webcam, speaker/headphone) and a good internet connection. Access to the online learning platform will be given before the start of the course. **Participants are expected to turn on their cameras for the full duration of the course.** Please sign up only, if you agree to show yourself to the others.

Online sessions from 10.00 to 12.00 hrs. on both days.

Writing exercise (homework) for the afternoon of the first day. If support is needed, you can contact Ulrike via mail or phone.

Registration

To register for this course, please visit the course webpage: <https://www.marum.de/en/education-career/2020-07-22.html>

Please note that your registration will be binding.

The registration deadline for this course is **20 July 2020**.

Any enquiries regarding the course should be addressed to early-career@marum.de.