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## Early Career Researcher Support Programme

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### Public Engagement / Science Communication Course

#### Science as a story – how to improve your outreach and impact

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31 August 2020

09.30 – 11.30

#### Objectives

Every person knows the story of Newton and the apple tree. Why? Because it is relatable! Poor guy! Getting hit by an apple! Even though we don't know exactly whether this anecdote about Newton is true, it does the job: It helps us remember the law of gravitation and the person who found it. Stories are an easy route to long term memory. They attract attention and focus people's interest. Fictional or non-fictional, storytelling can improve your talks, your recognition, your chance of getting your research "out there" and hence your visibility as a scientist. Particularly, they are a great tool in science communication with the public.

The course aims at providing a basic understanding of what a good story is, how they can be told and which media can be used. It wants to help you find a story of your own. You don't have to write a book (you can if you want), but you will be encouraged to tell your story.

#### Topics

- Why tell science as a story?
- What is a story?
- How can we get our stories out there? (examples of books, films, short stories, blog articles, Instagram, talks, podcasts)
- How to start writing your own story

#### Target group

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

#### Format

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 provided 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.

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During the course, you will be encouraged to develop an idea for your own story. Afterwards, you can **write a text at home and send it to the lecturer within 4 weeks after the course to receive some professional feedback.**

### Registration

To register for this course, please visit the course webpage:  
<https://www.marum.de/en/education-career/2020-08-31.html>

*Please note that your registration will be binding.*

The registration deadline for this course is **26 August 2020**.

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