**Communication skills. 15h**

**Type of classes:**

Lectures, workshops

**Purpose of the Course:**

You are acquiring the ability to reach a broader, usually non-scientific, audience (society or investor) with the results of your research.

**Detailed course objectives:**

**Lecture:**

1. Science communication - why popularise science and your research?

2. Popularization in research grants (NCN, EU grants). Scientific communication in highly developed countries.

3. Identifying the target group.

4. Characteristics of various media types (press, Internet, social media, television, YouTube). Adapting content to form (popular science, stand up, conferences, business purposes).

5. Scientific text. Difficulty of the text calculation formulas. Where to send my article?

6. Storytelling - creating a story / how to facilitate following the plot.

7. Giving an interview - the difference between an interview with a science journalist and television.

8. Developing scenarios of popular science films. Technical issues (framing, light, sound, time-lapse, hyperlapse, slow motion)

9. Promotion in social media. Creating attractive posts and effectiveness of paid promotion.

**Workshop:**

1. Writing texts - press reports, short or long articles. Editing texts depending on the medium.
2. Giving an interview - press, radio, television.
3. Recording a short film presenting a selected aspect of the research or experience.
4. Speech - technical side, body language. Preparing the presentation (attractiveness of the slides, clarity of the message)

**Description of the program (up to 1800 characters, no spaces):**

Popularisation of science and work with the media
Promoting the results of your research has both a pragmatic dimension, related to reaching potential recipients of technologies or business partners, and an ideological dimension, related to building a knowledge-based society. In both cases, scientists often have problems adapting the language of communication to a specific audience (adults, children, journalists, entrepreneurs). Also, giving radio interviews or appearing on television is associated with a particular form, contrary to academic habits, especially in terms of the length of the speech and the degree of its complexity - speaking to the broader public about science, such as promoting your research, requires adapting to this form. It is a matter of understanding the media and training correctly. Scientists also do not always know through which channels to promote the results of their projects: where and how they can publish their popular science materials. Meanwhile, in Poland, there is an obligation to popularise the results of their work in research grants (NCN, FNP, European grants). Active scientists, even if they do not see such a need, sooner or later will have to popularise science - it is better that they do it professionally. The course will help you gain practical knowledge on how to popularise science.

Public speeches and presentation of research results
A business presentation and a conference speech are speeches before a group of people who evaluate us: investors who may depend on financing our project or scientists who can help us further our scientific research. Unfortunately, the scientific community often does not know even the basic rules and techniques related to such presentations, which sometimes leads to the project being lost despite its substantive value. Contrary to popular belief, ideas do not defend themselves - you need to convince your audience to them in a charismatic and transparent manner. The lecturers will present techniques for attractively showing research results.

**Short description of the program (up to 700 characters without spaces):**

How do I talk about what I do so that my grandmother, potential investor or journalist understands it? The language of our speech should be adapted to who and where we speak, but it is not always that simple. Especially if we want to explain a complex issue that we usually describe using many jargon words.

Therefore, during the classes, you will learn the following:

- making speeches - technical side, preparation of presentations and group analysis from the technical side;

- writing texts - short or long articles, posts;

- interview - press, radio, television;

- recording a short film presenting selected aspects of the research.

**Educational outcomes:**

**KNOWLEDGE:**
Has (basic, structured, theoretically underpinned) knowledge related to promoting research results.
Knows and understands the basic principles of protecting intellectual property in creating and disseminating popular science materials.

**SKILLS:**
They can create press material adequate to the requirements of a specific medium and write about their research.
Can assess the difficulty of a text.
Can prepare an oral presentation on specific issues.

**SOCIAL COMPETENCE:**
Understands the need for lifelong learning - adapting forms of communication to changing conditions and learning new techniques.
Understands the non-technical aspects of scientific and engineering activities, including their impact on society and the need to communicate with it.

**Working methods:**

Various working methods will be used during the classes. We will often resort to forum discussions and group work. Participants will be encouraged to comment and evaluate their and others' progress. Most of the issues will start with a short talk or an analysis of the case study selected by the person conducting the survey. Not infrequently, the moderators, while moderating the discussion, will encourage participants to formulate conclusions.

**Methods of verification of learning outcomes:**

Lecture: movie, article or broadcast (optional), weighting one.
Workshop: class work and homework, weight one.

**Description of the certificate:**

Has (basic, structured, theoretically underpinned) knowledge related to promoting research results.
Knows and understands the basic principles of protecting intellectual property in creating and disseminating popular science materials.
He can create press material adequate to the requirements of a specific medium, writing about his research.
Can assess the difficulty of a text.
Can prepare an oral presentation on specific issues.

**Necessary tools:**
A computer with the ZOOM application

**Additional remarks:**

**Fot. Paweł Wodnicki**

**Monika Koperska has a PhD in chemistry and is a graduate of the Jagiellonian University, Cracow, Poland and Université des Sciences et Technologies, Lille, France; she specialises in conservation chemistry – a field of chemistry dedicated to the protection of cultural heritage, from the most valuable works of art to library resources. Recently, she devoted her work to preserving notes and works from forgotten Polish inventors.**

**Scientific communication is her passion; she lectures and appears regularly on television and radio. She won the 2012 FameLab Award and came second in the International FameLab that same year. She co-hosted science programs on Planete+ and Canal+ Discovery. Co-founder and president of the Association of Science Advocates (Stowarzyszenie Rzecznicy Nauki) and Science Motion Art (SMArt) Foundation. Responsible for producing the science series Copernicus was a Woman (Kopernik Byla Kobieta) for SuperPolsat and "Nauka co słychać?" for Interia. pl.**

https://koperska.info/