



SCHOOL OF APPLIED SCIENCES

SCIENCE COMMUNICATION WORKSHOPS

Scientists need their research communicated effectively to funding bodies, media and the public to attract research funding.

Dr Jacopo Pasotti

Freelance journalist (science, environment), lecturer in science communication ETH Zürich, will present 4 Science Communication Workshops

- 11 September 2007: **Science and its public**
 2.30 - 4.30pm Storey Hall
 Ways to improve mutual understanding between
 scientists and the public.
- 18 September 2007: **Writing clear messages**
 2.30 - 4.30pm Research Lounge: 28.5
 Writing for the public follows different rules
 compared to writing for peers.
- 25 September 2007: **Media & Science: Dialogue instead of**
 mistrust
 2.30 - 4.30pm Research Lounge: 28.5
 How the media works and how scientists may
 benefit from fostering relationships with the
 media.
- 2 October 2007: **Speaking to the public**
 2.30 - 4.30pm Research Lounge: 28.5
 As with writing, speaking to the public follows
 different rules.

Registration \$10 per workshop by 27 August 2007

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