

COST Action CA17114 Transdisciplinary solutions to cross sectoral disadvantage in youth (YOUNG-IN)

Training School

Communicating Science in a way you didn't learn in academia

Enhancing skills to communicate research on transdisciplinary solutions to cross sectoral disadvantage in youth to non-scientists

Venue and Date:

Madrid, October 11-13, 2021

The training school addresses the need of researchers in the field of inclusion of disadvantaged youth in societies for skills to successfully reach out to other than academic groups, with a focus on communicating with media/newspapers/journalists and reaching policy and practice stakeholders.

To develop these skills, the training school will cover a range of communication channels, such as journalism, policy briefs and infographics. Participants will bring a research topic of the Young-in action to the training school to be worked on in the various sessions.

One envisaged overall output of the training school is a book on Communicating Science on transdisciplinary solutions to cross sectoral disadvantage in youth to non-scientists, with theoretical inputs as well as examples of practical implementation and with use of innovative formats.

Programme overview

11.10.2020

10.00 -11.00 Welcome and introduction

11.00 – 14.00 **Science Journalism: How to write about science**

14.30-17.30 **„From evidence to relevance“: How to wrap up scientific findings for policy and practice: policy briefs and infographics**

12.10.2020

10.00-13.00 **Round table with politicians with background in social sciences and journalists who communicate results from social sciences**

14.30-17.30 **City walk: youth, migration and urban issues**

13.10.2020

10.00-13.00 **Infographics in journalism: How media develop and use infographics**

13.00-14,00 Closing

Descriptions of sessions

Science Journalism: How to write about science

Trainer: Aleksej Kišjuhas (University of Novi Sad; daily newspaper "Danas" columnist)

Aim: The aim of this workshop is to discuss the key techniques and challenges when writing about science for newspapers, magazines, and online media (such as blogs), with practical advice on how to write and publish a good science story.

Method: In order to achieve this, the session will provide an introduction to field of science journalism, its main tasks and short history, and the distinction between "infotainment" and true critical science journalism. Furthermore, this session will discuss how to find adequate and topical science stories, and how to describe, explain and communicate scientific concepts to the wider public. The importance of scientific literacy and critical thinking education in this context would be addressed as well.

Outcome: Through the methods of lecture, discussion and practical work, the participants would analyze good examples of science journalism, and produce a short draft of a science story as an outcome.

„From evidence to relevance”: How to wrap up scientific findings for policy and practice: policy briefs and infographics

Trainers: Ursula Trummer, Julia Kolland (Center for Health and Migration)

Aim: Learn how to bring research into a format that is attractive and understandable to policy and practice stakeholders.

Method: Working with practical examples

Working through the process of defining the content (get focussed) to finding partners for knowledge translation /transformation to co-designing a print product

Outcome: Knowledge on a step-by step approach from a scientific content to an easy-to read/understand print product

Design of a print product (Infographics, Policy Brief) based on your content

Communicating results from social sciences to the public

Trainer: Francisco Javier Moreno Fuentes (Centre for the Humanities and the Social Sciences)

Method: Round table with politicians with background in social sciences and journalists who communicate results from social sciences

Outcome: Knowledge about aims and strategies of politicians and journalists when using and communicating results from social sciences

Infographics in journalism: How media develop and use infographics

Trainers: Sonja Novak-Zezula, Lika Nusbaum (Center for Health and Migration)

Aim: integrate and reflect on learnings from day 1 and 2

Method: Working with practical examples from the media

Outcome: Knowledge on the use of infographics in the media