

# LET'S TALK, GUYS!



# **THE FIRST METAPHOR**

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**THERE IS SOMEONE WHO LEADS  
AND SOMEONE WHO IS LED**

**BUT YOU ARE PARTNER IN THE  
SAME DANCE. AND YOU HAVE TO  
MAKE IT NICE. TOGETHER.**

**GET READY**

**2 THINGS TO KEEP IN MIND IF  
YOU ARE GONNA TALK  
ABOUT A NEW PIECE OF  
RESEARCH**

**1**

**5 Ws AND 1 H OF  
JOURNALISM**



# ABOUT THE RESEARCH

**Who** did the research?

**What** did they find?

**When** was the work done/or the result published?

**Where** was the work done?

**How** was it done?

**Why** was it done? What is the significance of the research and its findings?

(**So what?**) Why is this research relevant for society (or for a specific audience)?

# 2

# NEWS VALUES

**NOVELTY**

**PROXIMITY**

**EMOTION**

**CONFLICTS**

**IMPACT**

**TIMELINESS**

**STORIES/PEOPLE**

**IN GENERAL**

**What's the news (If there is one...)?**

**What's the story/topic/problem?**

**What's the impact?**

**What's the application?**

**What's your opinion about...?**

**Are there some critical issues?**

# SOME ADVICE

# 1

**SELECT YOUR “TALKING  
POINTS” BEFORE THE  
INTERVIEW  
(AND FOCUS ON THOSE)**

# **AND**

**STRESS THE  
NEWS VALUES**

**and try to find the news angle**

# 2

**YOU ARE NOT TALKING WITH or FOR  
YOUR COLLEAGUES**

**(MAKE IT SIMPLE, IF YOU CAN)**



# 3

**THE MORE YOU GO INTO DETAILS, THE  
HIGHER THE RISK OF CUT OR MISTAKES**

**SELECT YOUR MESSAGES**

# 4

**REPEAT THE MAIN POINTS**

# 5

**DON'T KEEP IT DISTANT**

**ADD SOME NICE DETAILS, IF YOU  
CAN**

# 6

**ON TV AVOID BUSY PATTERNS  
like stripes or polka dots**

# 7

## **BLOCKING AND BRIDGING**

# 8

**KEEP THEM SHORT (BUT  
NOT TOO SHORT)**

# 10

**DON'T SPEAK FAST**

# 11

**DON'T BE BORING**



## **Practical activity:**

- 1. Split into GROUPS/PAIRS**
- 2. You are participating in a section of a science radio programme entitled “Something new” (3 minutes)**
- 3. One guy will be the journalist, the other will be the scientist who will be interviewed.**
- 4. Select the topic of the interview**
- 5. Then the journalist has to write down the questions and the scientist has to get ready...**
- 6. Next time: THE INTERVIEW!**

**Hello, welcome back to “Science on air”, the UNIVERSITY OF TRIESTE’s radio programme that every week brings S&T directly into your home. I’m \_\_\_\_\_ and this is the “Something new” section.**

**Our guest today is \_\_\_\_\_ from \_\_\_\_\_. With \_\_\_\_\_ we are going to talk about \_\_\_\_\_**

# **HOW TO ORGANIZE THE INTERVIEW:**

- 1. The journalist has to introduce the topic and the guest**
- 2. The first question should be a sort of warm up**
- 3. Then you can go into some details**
- 4. If you want, ask him or her his/her opinion about a fact or...**
- 5. Conclude your interview with some perspective, reflection or...**
- 6. If there are some ethical or philosophical issues... try to pose a question about those**