



SIMONA CERRATO | 28 FEBRUARY 2023

# SCIENTIFIC COMMUNICATION TECHNIQUES: INTRODUCTION

Let's know each other | Program and structure of the course

**LET'S KNOW EACH  
OTHER**



CAT'S EYE NEBULA | NASA/ESA





**ROBERT WOLSTENHOME | SOLENT**

**I DEAL WITH SCIENCE COMMUNICATION  
SINCE EARLY NINETY**

**INCLUSION  
GENDER EQUITY  
PARTICIPATION  
SHARING MY PASSION FOR SCIENCE**

**BOOKS**

**EXHIBITIONS**

**OUTREACH PROGRAMS**

**SCIENTIFIC EXPEDITIONS**

**EDUCATION AND OPEN SCHOOLING**

**JOURNALISM**

**EMPOWERMENT OF CHILDREN AND TEENS**

**INTERNATIONAL PROJECTS**

**TRAINING**

**CITIZEN SCIENCE AND CO-CREATION**

**CORPORATE COMMUNICATION**



# **YOUR TURN**

**Part 1: you work in pairs**

**Each of you have 5 minutes to introduce yourself to your partner**

**Part 2: all together**

**Then everyone has 2 minutes to introduce the partner to all of  
us**

**WHY DO WE  
COMMUNICATE SCIENCE?**

# DISCUSSION

I want to help people to take informed decisions in matters where science and technology are involved

I want to help schools to teach better science and math

I want to motivate young people to choose a scientific career

I want to share my passion for science and maths with the public

I want to help people to understand the benefits of science and math for their lives

I want to make people understand how scientific knowledge is produced and promote critical thinking

**WHY AND TO WHOM**

# WHY

- **to improve the dialogue between science and society**
- **to increase the public role of scientists and researchers**
- **to improve your career opportunities**
- **to give you professional tools to communicate your research**

# TO WHOM

- young researchers
- future teachers and educators
- anyone who wants to improve their communication skills
- anyone who want to know more about communication of science

# HOW

- 13 topics
- theoretical insights
- workshops
- individual and group works

# WHAT

- introduction to science communication
- the basics of science communication
- from the deficit model to participation
- us and them: public perception of science
- places and tools of science communication
- controversial science
- discussion based communication and education
- diversity and inclusion
- science storytelling
- public speaking
- the interview and interaction with the media
- sharing your passion for science with various publics
- did it work?