



SciTalk

Public Talking of Science

CRASC - 160326

SCORE GRADING (1-15), Five to each



CONTENT



CHARM



CLARITY

MAKE YOUR JUDGEMENT ALONE



Making maths relevant to real life - Marco Ferrigo (Italy - FameLab 2014 Intl Final)

<https://www.youtube.com/watch?v=sYdCqAzYwP0>



0:44 / 6:24



SCORE GRADING (1-15), Five to each



CONTENT



CHARM



CLARITY

MAKE YOUR JUDGEMENT IN GROUP

Valeria Di Biagio - Finale di Trieste - FameLab Italia 2020

<https://www.youtube.com/watch?v=BMKciD4oLqQ>

Riproduci (k)

0:11 / 3:23



SCORE GRADING (1-15), Five to each



CONTENT



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MAKE YOUR JUDGEMENT IN GROUP

https://www.youtube.com/watch?v=r9MpW_HcoFk

VALENTINA VAVASSORI
FAMELAB ITALY 2022 FINALIST



because all the show was a very high level

Minuto 39

SCORE GRADING (1-15), Five to each



CONTENT



CHARM



CLARITY

MAKE YOUR JUDGEMENT ALL TOGETHER



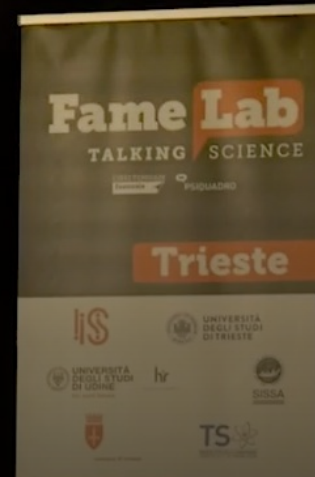
<https://www.youtube.com/watch?v=Tp9c4tryqhU>

Fame Lab
TALKING SCIENCE
CHELTENHAM Festivals
PSIQUADRO

Selezione locale
Venerdì 31 marzo 2023

Trieste

Francesco Giacomarra - FameLab Trieste 2023



MOTIVATIONS

why...
are you telling this particular story?

CONTENT

what...
are you going to tell?

AUDIENCE

who...
are you speaking to?

TIME

when (and how long)...
are you going to speak?

WHAT IS RELEVANT?

objectives: why communicate? what message?

personal history, self perception, interests and

priorities: to whom I want to communicate?

relevance, motivation, attention: why should they care?

media: which is the most appropriate?

content: what do they know already? possible links, analogies, stories...?



GOOD STORY

Ingredients of a good story

To build a good story keep in mind that the media and non-experts in general are interested in the following:

Consequences: the impact of the discovery/application/research on society.

News / Novelty factor: whether it's a first, that is, it has never happened before, nor been witnessed or achieved.

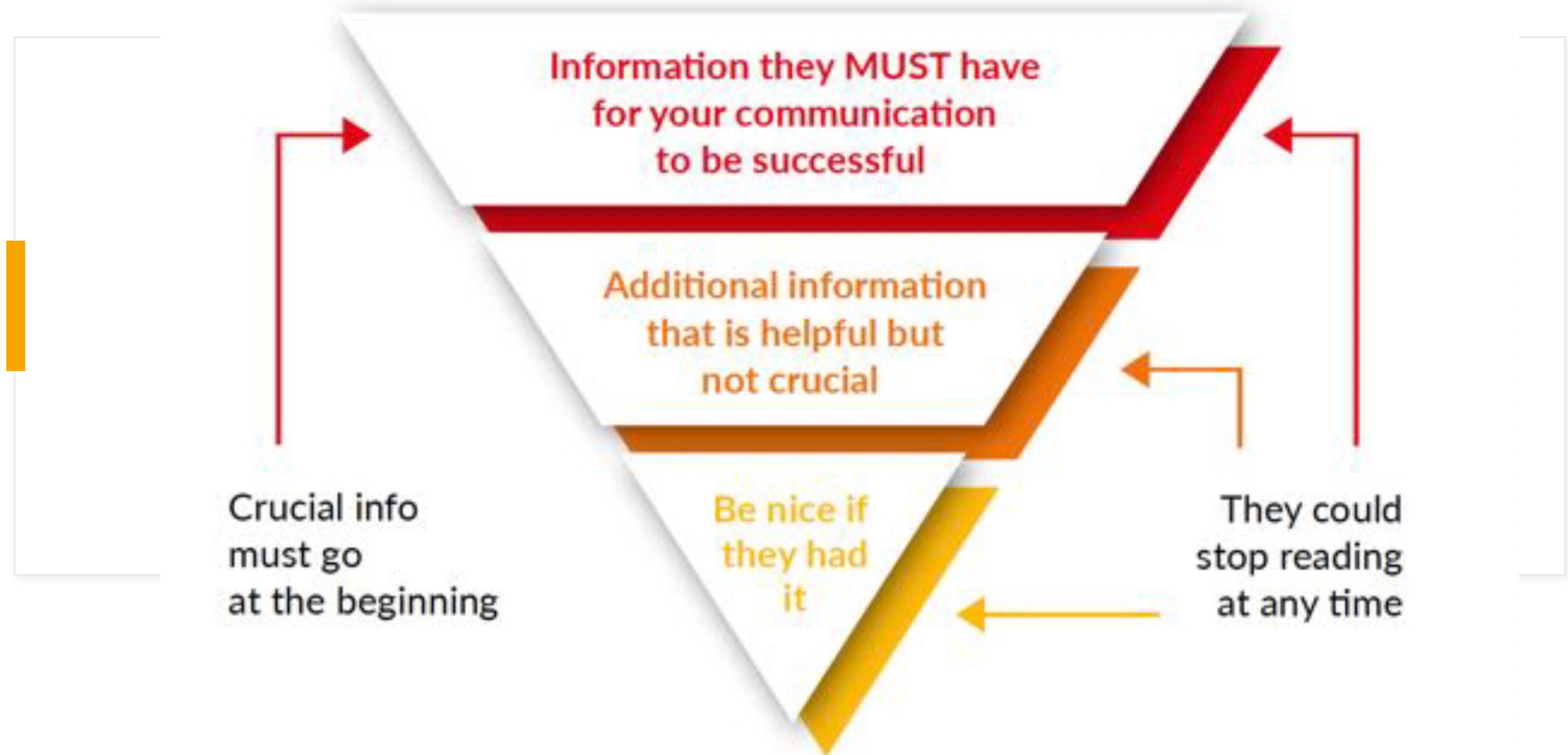
Change: how the research/application will affect our way of living, working, playing or our way of perceiving our surroundings.

Conflict: if there are alternative solutions/models (controversy is always interesting).

Record-breaking: something that's unique or that has been very difficult to observe, or is a record in size, length, duration, etc.

People: anything to do with real people, their lives and what they actually do.

The inverted pyramid






Storyboard deconstructing

STORYBOARD

Production:
Date:



**Select one video and
deconstruct then come back
to you judgement**