

Public Outreach

The short course provide students on the do's and dont's of communicating science to a nonexpert public, with a special focus on speaking techniques, such as a public lecture. At the end of the course students should feel more confident in dialoguing with a non-specialist audience.

The course covers basic components of a successful presentation, including messaging, generating interest and engaging with the audience. Students will understand:

- What is meant with communication, in science (notions of history of science communication).
- The defend-debate-dialogue evolution of communication.
- How different publics (young audience, policy makers, and other stake holders) interpret, appreciate science and why it is important for them to be engaged.
- How a public can be effectively addressed during a spoken presentation.

Students will practice on:

- Defining key messages and make sure messages are heard.
- Visualizing the core message they want to share with their audience.
- Getting ready for a presentation to a non-specialist audience.
- Delivering a persuasive, engaging, presentation to a non-specialist audience.