



COMMUNICATION FOR PHD STUDENTS

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Course Aims

The purpose of the course in science communication for PhD students is to provide a comprehensive understanding of the dynamics of scientific communication, both from the perspective of the creators of science (researchers) and intermediaries (journalists and communicators). The course aims to clarify who the senders and recipients of the scientific message are and to develop the necessary skills to produce and refine effective scientific messages for different types of audiences.

Methodology

Lectures

Course description

- 1) Brief History of Scientific Communication in Italy
- 2) Structure and functions of editorial offices
- 3) Similarities and differences between scientific and journalistic communication
- 4) Sources of news 1
- 5) Sources of news 2
- 6) Structuring communication 1 – language usage
- 7) Structuring communication 2 – what journalists want
- 8) Handling an interview
- 9) Challenges of scientific communication in Italy
 - a) culture
 - b) common sense
- 10) Some rules for science communication

- a) Define your goals
- b) Figure out who and where your audience is
- c) Show your audience why they should care
- d) Pick an arena that suits your goals
- e) Come up with a clear headline message
- f) Beware of jargon
- g) Tell your audience how to react
- h) Get some feedback
- i) Consider equity, diversity, and inclusion

Recommended texts

Comunicare la scienza: Silvia Bencivelli e Francesco P. De Ceglia, Carocci editore

Come si comunica la scienza: Yuriy Castelfranchi e Nico Pitrelli, Editori Laterza

Perché fidarsi della scienza: Naomi Oreskes, Bollati Boringhieri

Effective Science Communication: A practical guide to surviving as a scientist:
Sam Illingworth e Grant Allen, Institute of Physics Publishing