

## **PNG0038 Research communication with the media: training and skills acquisition, 1.5 credits**

Syllabus approved: 09/02/2012  
Credits: 1.5  
Subjects: Biology, Other Social Science  
Course type: General course  
Language: English

Prerequisites: The course is primarily for PhD students within SLU Graduate Schools, but will be open for all interested PhD students and researchers.

Objectives: The overall aim of this course is to equip students with skills and tools for effective communication of their scientific results with the media and public, and to raise awareness about how to avoid difficulties and misinterpretations. These skills will be provided through lectures, tutorials, individual assignments, group exercises, discussions, feedback and guidance with professional journalists and communicators.

At the end of the course the student should be able to:

- Write an effective press release about their research findings
- Communicate in popular science terms their research findings to a wider audience
- Prepare and deliver "your main message" in an interview

Content: Lectures and tutorials will be conducted on how to write an effective press release and a popular science manuscript. Before the course starts, students will prepare a press release and a popular scientific article about their individual projects. The prepared material will be discussed in groups and feedback for improvement will be provided on an individual basis. Students will practice with each other the art of conducting and giving an interview about their PhD-project on camera. General aspects of the interviews will be discussed and individual feedback will be provided.

Examination: A complete portfolio comprising: submitted popular science piece; submitted press release; execution of interviews; active participation during the entire course of at least 90% will result in satisfactory completion of the course.

Contact for application and further information:  
Petra Fransson [petra.fransson@slu.se](mailto:petra.fransson@slu.se)

Literature: Will be provided latest at course start.

Additional Information: This course is organized by the NL Faculty Graduate Research Schools:  
Food in Focus  
Organism Biology  
Ecology

**Department of Forest Mycology and Pathology**

*Institutionen för skoglig mykologi och patologi*

Natural Resource Management & Livelihoods (NRML)

Focus on Soils and Water

Priority will be given to PhD-students within research schools belonging to the NL-faculty, and students at the end of their PhD-studies (year 3 and 4).