



Syllabus for



PM1 – Research Communication,

Step 1 - Fundamental

Credits	2 credits
Examiner	Bengt-Göran Rosén, Halmstad University
Contact	Claes Johnsson claes@johnssonmedia.se +46 (0) 708 – 59 45 24
Target group	For those who knows very little or nothing about communication. It is necessary, important and essential for researchers in academia and industry to know how to explain complicated research to non-experts. You have to be able to reach different target groups with your messages to get an understanding about the importance of your work. It can be a presentation for collaboration, for decision makers or financiers for funding. It can also be an interview in media to the general public (the taxpayers) or politicians.
Prerequisites	No previous knowledge or experience is required to attend.

Contents

Graduate students and industry are offered a fundamental course in how to communicate research.

You will get advice and training how to interact and how to present R&D to non-experts. We use camera and interviews to test your skills. You will get a toolbox with concrete tips and advices to be well prepared for efficient communication, also very useful for lecturers. Our aim is that the participants should get a good knowledge about how to prepare a presentation or an interview. We practice your skills by using camera and interviews, so you know how to handle this situation. You will also have to write an approved, short (10-12 lines), kind of press release.

Teachers/tutors

Claes Johnsson has many years of experience as a reporter at newspapers, TV and as a news boss at Swedish Radio and as a teacher at the professional journalist education at Stockholm University. Claes Johnsson has also been doing communication courses, communication plans and films for researchers and research projects for 20 years.

Aim/Learning outcomes

Upon successful completion of the course, participants should be able to:

- Know how to create a message bank!
- Analyse and understand the culture collision between researchers and non experts!
- Have some experience interview training with TV camera.
- Be able to write a press release that gets media "on the hook".

Organisation

This is a two half day course. We begin day one at 11 a.m. until 18.00 p.m. Day two is from 09.00 a.m. until 14.00 p.m. The idea is that the participants, between day one and two, should think about how to create messages and how do a better interview the second day.

As a preparation the participants must write a press release to the course leader to weeks before the media training.

Examination

As an examination the participants will write an approved press release about their research and perform an approved interview.

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