



## Syllabus for



## PM2 – Research Communication, Step 2 - Advanced

<b>Credits</b>	2 credits
<b>Examiner</b>	Bengt-Göran Rosén, Halmstad University
<b>Contact</b>	Claes Johnsson <a href="mailto:claes@johnssonmedia.se">claes@johnssonmedia.se</a> +46 (0) 708 – 59 45 24
<b>Target group</b>	<p><b>For those who knows a little about communication,</b> but wants to sharpen their tools and skills to be convincing and successful in trying to reach different target groups, especially non-experts.</p> <p>It is necessary, important and even essential for researchers in academia and industry to learn more about how to explain complicated research. It can be a presentation for a company, financiers, decision makers, politicians, colleagues, teaching or an interview in media. The best stage in this course is if you have reached that level in your research that it´s time for a public presentation.</p>

<b>Prerequisites</b>	Research Communication, Step 1 - Fundamental.
<b>Contents</b>	Graduate students and industry are offered an advanced course in how to communicate research. The big difference from the fundamental training is that this course sets the final goals much higher. For starters you will get help beforehand from the course leader to create suitable messages for your communication. These are to be used in different situations as presentations, interviews and so on. The messages should be newsworthy, interesting and comprehensible. Another big difference is that there´s only a short theoretical repetition, so most of the time we spend on communication training. We use interviews and a camera to record and analyze. Hopefully we can do it over and over until your performance is trustworthy. You will also get some theory about presentation skills.
<b>Teachers/tutors</b>	<b>Claes Johnsson</b> 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.
<b>Aim/Learning outcomes</b>	After a successful completion of the course, participants should be able to: <ul style="list-style-type: none"> <li>• Create a special message bank for their research!</li> <li>• Design a communication strategy for the research!</li> <li>• Prepare and successfully handle a presentation or interview.</li> </ul>
<b>Organisation</b>	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, in this case, is that the participants between the two days should have a walk through of a presentation to perform the second day!
<b>Examination</b>	As an examination the participants will write a press release and perform an interview about their research that can be used irl.

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