



## Science Communication Talk Series 2021

This event is a series of talks and labs aiming at providing inputs on science communication. The event does not expect to be a fully comprehensive course on science communication; however, you will get tools, connections, and inputs which can be deepened in the future if considered of interest. You will learn from experts that will touch on broad topics, such as science and poetry, paper writing science and journalism, social media, and event organization.

At the end of the series, to get the certification, you must attend at least 80% of the total amount of hours, which you can convert into ECTS points (credits) at your institute.

Moreover, for the MCAA Italy Chapter members, an award (prizemoney) will be assigned to the best social media communication developed during the practice lessons.

Our Partner: [Science Communication School](#)

Award details: You will be asked to work individually or in small groups to create a content (graphic, written, audio, or video) that will have the purpose of bringing doubters closer to an understanding of how the Covid-19 vaccine works and, hopefully, be less afraid of it. You will have two weeks to work on the final content. After that, we will meet again to revise your creations (with 30 minutes per group) and make them ready to be published on the MCAA social media accounts. The content that will gain the most engagement will receive prizemoney!



## Science Communication Talk Series 2021 Program

*Welcome Session: Introduction to the Talk Series* – **Riccardo Biondi**, MCAAIC Chair

Date: Monday 15th February 2021

Time: 12:45 – 13:00 CET

*Rhyme your research (Poetry in science)* - [Sam Illingworth](#), Science Communicator, University of Edinburgh, UK.

Date: Monday, February 15<sup>th</sup>, 2021

Time: 13:00 – 15:00 CET

In this fully interactive session, you will learn how to use poetry to communicate your research to non-specialist audiences and learn how poetry can be used to develop a dialogue between scientists and non-scientists.



**Short Bio:** **Dr. Sam Illingworth** is an Associate Professor at Edinburgh Napier University, UK. He is a work-leading expert in using poetry to develop a dialogue between scientists and non-scientists. You can find out more about his work and research via his website [www.samillingworth.com](http://www.samillingworth.com) or on Twitter [@samillingworth](https://twitter.com/samillingworth).



*Research Writing for International Peer-Reviewed Journals* - [Elena Bazanova](#), director of the Language Training and Testing Center at Moscow Institute of Physics and Technology (MIPT) and the Academic Writing Office at the National University of Science and Technology MISIS.

Dates: Thursday, February 25<sup>th</sup>, 2021, and Thursday, March 11<sup>th</sup>, 2021

Time: 13:00 - 14:30 CET

The lectures aim at early-career researchers with little or no publishing experience in international peer-reviewed journals, covering English-language research writing conventions and discipline-specific requirements for international publications. Special attention to the theoretical and practical study of:

- pragmatics of scientific discourse: linguistic and stylistic features of modern scientific texts
- the internal structure of a research paper and logical reasoning
- the IMRaD format and features of research paper sections

The lectures will enable early-career researchers to:

- improve their professional competencies in the field of scholarly communication
- raise their awareness of international standards for a research publication
- provide them with practical skills to proofread and edit a scientific text for publication in international journals indexed in scientometric databases Scopus and Web of Science



Short Bio: **Elena M. Bazanova**, Ph.D., associate professor, an academic writing expert, and a scientific editor. Dr. Bazanova is the author of about 40 publications, including 17 textbooks and academic study manuals on English language teaching. Currently, she directs the Language Training and Testing Center at Moscow Institute of Physics and Technology (MIPT) and the Academic Writing Office at the National University of Science and Technology MISIS. She is a member of several important writing associations. Dr. Bazanova has specialized in teaching English for Specific Academic Purposes, and she is the author of the COURSERA specialization “English for Research Publication Purposes” including four courses: Academic Literacy, Scholarly Communication, Grant Proposal, and Technical Writing.



*The power of Social Media in science communication* - [Silvia Sironi](#), Science Communication Manager at the Helmholtz Zentrum Munich and [Valeria Cigala](#), Editor in chief of European Geoscience Union Natural Hazards Division Blog.

Dates & Times:

Wednesday, March 3<sup>rd</sup>, 2021 - 12:30 - 13:30 CET

Thursday, March 4<sup>th</sup>, 2021 - 12:30 - 13:30 CET

Saturday March 6<sup>th</sup>, 2021 - 12:00 - 13:30 CET

Saturday, March 20<sup>th</sup>, 2021 - 9:00 – 12:00 CET (30 minutes per group)

This short series of webinars will bring you closer to Social Media and their positively application for science communication, education, and outreach activities. After an overview of the different Social Media platforms, you will get tips and tools on how to use them for outreach activities.

The interactive lectures are divided into four topics and include a practical activity:

- Introduction to the different Social Media platforms
- SciComm campaigns to raise awareness: what why and how
- How to create a communication campaign on social media
- Final revision and go online!

Short Bio:



**Silvia** received her Ph.D. from the Ludwig-Maximilian Universität of Munich with a project on acute myeloid leukemia. She took a master's degree in Journalism and Science Communication, which led her to start a new career in this field. After a position in the Italian senator's office and the scientist Elena Cattaneo and working for two years at the AIRC foundation in Milan, Silvia is now Science Communication Manager at the Helmholtz Zentrum Munich.



**Valeria** is an MC alumna and currently a postdoc in experimental volcanology at LMU Munich (DE), interested in science communication and outreach. She is the Editor in chief of the European Geoscience Union Natural Hazards Division Blog, which also involves managing the same Division's Social Media accounts.



*Science communication: from theory to practice (science journalism)* - [Donato Ramani](#),  
Lecturer at SISSA Master in Comunicazione della Scienza "Franco Prattico", Italy.

Date: Friday, March 12<sup>th</sup>, 2021

Time: 13:00 – 15:00 CET

Different tools, different media, different approaches: science communication is changing in a way that is as interesting as challenging. We will explore science communication's environment with a focus on mass media, addressing, in particular, some specific aspects which are crucial if, as a researcher, you want to communicate with journalists.



**Short Bio:** **Donato** is a science communicator, science writer, and journalist. He is currently a staff of SISSA's Communication Unit. As a trainer and communicator, he collaborates with several public and private organizations and has taken part in some important international projects.

*How can public science communication advance and enrich your research? What is the science of science communication all about, and why does it matter?* - [Dr. Marina Joubert](#), Senior Science Communication Researcher at CREST, South Africa.

Date: Tuesday, March 23<sup>rd</sup>, 2021

Time: 12:30 – 14:30 CET

In the first presentation, Marina will provide an overview of origins and trends in public science communication, focusing on the potential for mutual benefit between researchers and general audiences. In the second presentation, she will focus on what we have learned from social science research about what makes science communication effective and how these insights can advance public engagement with science.



**Short Bio:** **Dr. Marina Joubert** is a science communication researcher at Stellenbosch University in South Africa. She promotes pro-active involvement of researchers in open dialogue between science and society, and the development of evidence-based science communication practice. She focus on how scientists respond to increasing demands for public engagement, and how scientists can be supported to be more successful when they reach out to communities,



youth, policymakers and other audiences. In addition to research, her job involves academic teaching and short training courses.

*Organizing a public science event* - [Chiara Saviane](#), Lecturer at SISSA Master in Comunicazione della Scienza "Franco Pratico", Italy.

Dates: Monday, March 29th and Tuesday, March 30th, 2021  
Time: 12:30 - 14:30 CET

The lecture will start with an overview of the most famous national and international public science events and formats. It will then look at the key phases of an event organization, from ideation to evaluation, offering some tools for managing the whole process.



**Short Bio:** **Chiara** is Communication Officer and lecturer of the Master Course in Science Communication "Franco Pratico" at SISSA, Trieste (Italy). She is among the organizers of the local editions of the Brain Awareness Week, Pint of Science, European Researcher's Night and other outreach and institutional events. Chiara has been involved in the preparation and management of several European projects. She has previously done several years of research in neuroscience in Italy and UK and has worked as Science Programme Officer at the Wellcome Trust in London.





## Science Communication Talk Series 2021 Short Agenda (*Times in CET*)

February 15 <sup>th</sup>	12:45 - 13:00 - <i>“Intro to the talk series”</i> - Riccardo Biondi 13:00 -15:00 - <i>“Poetry in science”</i> - Sam Illingworth
February 25 <sup>th</sup>	13:00 -14:30 - <i>“Research Writing for International Peer-Reviewed Journals”</i> - Elena Bazanova
March 3 <sup>rd</sup>	12:30 - 13:30 - <i>“The power of social media in science communication”</i> - Valeria Cigala
March 4 <sup>th</sup>	12:30 - 13:30 - <i>“The power of social media in science communication”</i> - Silvia Sironi
March 6 <sup>th</sup>	12:00 - 13:30 - <i>“The power of social media in science communication”</i> - Valeria Cigala & Silvia Sironi <b>Award - content creation process</b>
March 11 <sup>th</sup>	13:00 -14:30 - <i>“Research Writing for International Peer-Reviewed Journals”</i> - Elena Bazanova
March 12 <sup>th</sup>	13:00 – 15:00 - <i>“Science journalism”</i> - Donato Ramani
March 20 <sup>th</sup>	9:00 – 12:00 - <i>“Social media Lab review”</i> - Valeria Cigala & Silvia Sironi <b>Award - content final revision and Social Media publication</b>
March 23 <sup>rd</sup>	12:30 - 14:30 – <i>“How can public science communication advance and enrich your research? What is the science of science communication all about, and why does it matter?”</i> - Marina Joubert
March 29 <sup>th</sup>	12:30 – 14:30 <i>“Organizing a public science event”</i> Chiara Saviane
March 30 <sup>th</sup>	12:30 – 14:30 <i>“Organizing a public science event”</i> Chiara Saviane
April 1 <sup>st</sup>	<b>Awards – content winner announcement!</b>