W O R K S H O P

Media Training for Researchers

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Monday, 27 September – Tuesday, 28 September 2021

9 am – 5 pm

Participation with prior registration at juliane.fender@uni-bayreuth.de until 27 June 2021

The seminar will take place in physical presence of the trainers and participants - if the current and positive developments with regard to Covid-19 allow for it. In case of increasing incidence numbers, the seminar will be conducted online. Please try to flexibly arrange for your online/presence in Bayreuth!

Summary

What are reporters interested in? How can I communicate clearly – and be easily understood? How should I present my core messages in an interview? This hands-on workshop prepares researchers for meeting the media.

Participants will start by writing a text about their research for a broader audience. They practice interviews and statements in front of a microphone and a camera. And they receive structured feedback on line of reasoning, understandability, as well as way of speaking and body language. Basic media law is also part of the workshop.