

EXPERIENCE ON THE SC/CS TRAINING IN SLOVAKIA

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Bratislava, 14th July 2008



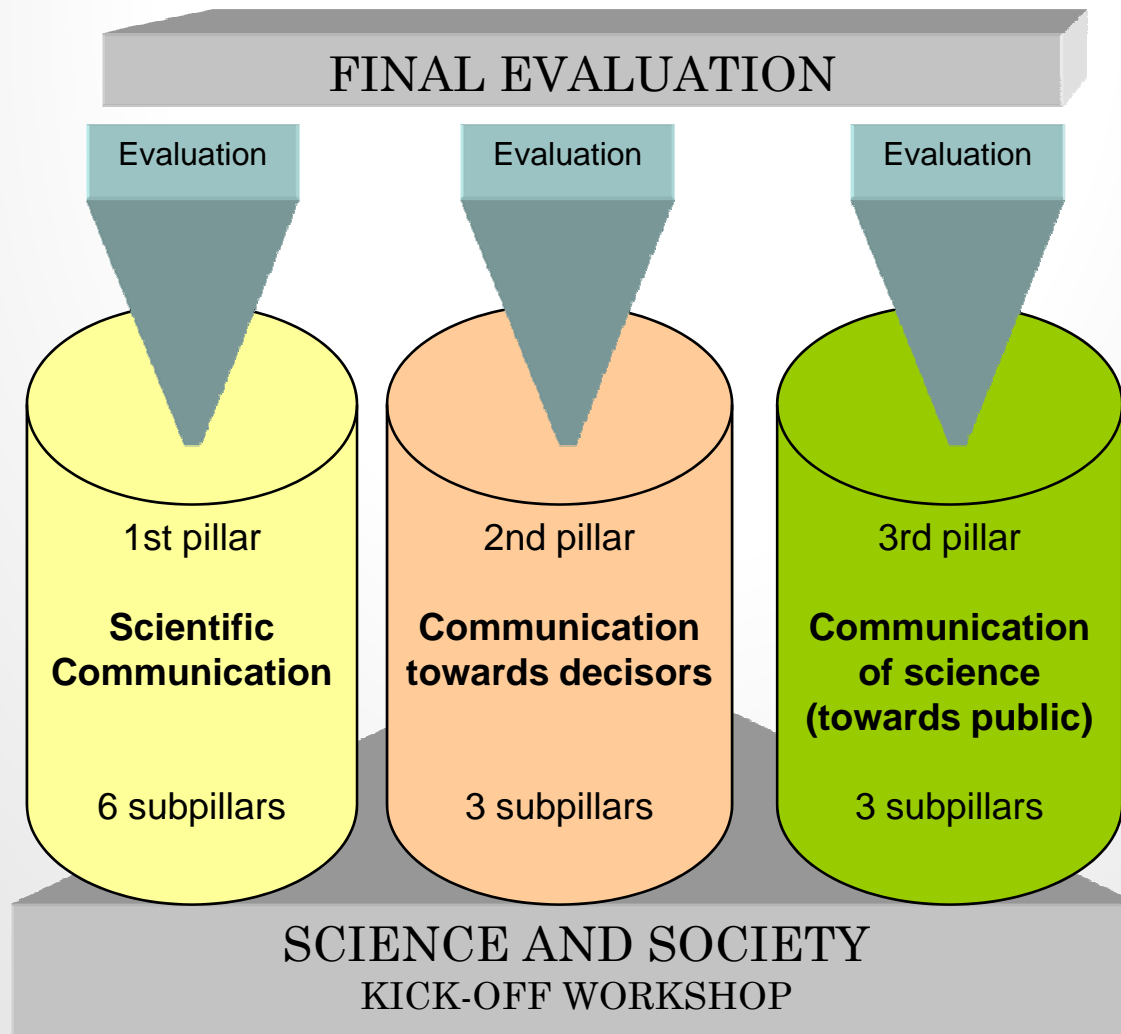
Institute for Labour
and
Family Research



ZEVEK PILOT TRAINING

- launched in February 2008
- 92 participants
- interdisciplinary training team
- complexity: the 3-pillared
- time dotation: 30 hours

THE 3-PILLARED ZEVEK TRAINING



1ST PILLAR: CONTENT

- Intention: *sharing and verifying of scientific knowledge within the scientific community*
- 6 sub-pillars:
 - scientific writing and publishing
 - critical assessment of research
 - project management and grant schemes
 - presentation and scientific poster
 - scientific databases, bibliographies, text editing
 - web instruments of publicity and collaboration

2ND PILLAR - COMMUNICATION TOWARDS THE DECISORS

- Basic concepts
- Researcher activities in this area
- Communication skills
- Activities within our training

BASIC CONCEPTS

- Path of Message / Mission of Scientific Knowledge
- Who are Decisors in Slovakia
- Net of participants in council of experts
- Dissemination workshop
- Policy paper

- Researcher activities in this area

COMMUNICATION SKILLS OF RESEARCHERS

- prepare Policy paper
- participation in councils of experts
- preparing the impact studies
- participation in lobbying activities
- preparing the Dissemination workshops
- negotiation activities in expert councils

TRAINING ACTIVITIES

- lectures about realities in this area
- situational shows / games
- preparation of agenda for dissemination workshop
- (not so far) – design the Policy paper



3RD PILLAR – COMMUNICATING SCIENCE TO THE PUBLIC

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- Scarcity of time
- Scarcity of experts
- Scarcity of experience

- Science popularization in EU and in Slovakia
- How to raise the attractiveness of science to public
- Science communication via electronic media

SCIENCE POPULARIZATION IN EU AND IN SLOVAKIA

- Importance of science popularization (benefits for all)
- Strategies, initiatives, financial support
- Practical part (structure and creation of short news)

Science attractiveness

- Theoretical models
- Direct and indirect forms of SC
- Rules of effective science communication to the public
- Practical breaks: science literacy quiz, simulation of citizens' jury, headlines for tabloid press

SC VIA ELECTRONIC MEDIA

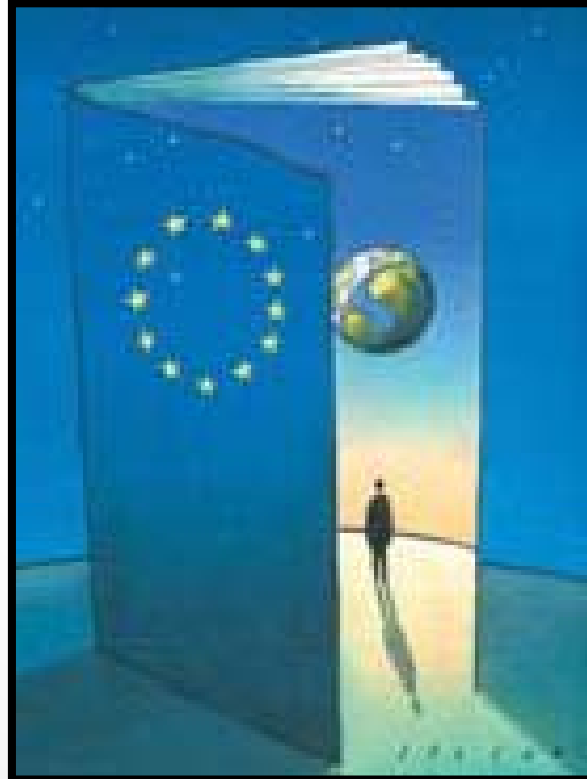
- Journalist's minimum
- Suitable programmes for science popularization
- How to get the message into the press/TV
- How to meet a journalist
- How to prepare for interview and press conference
- Breathe and articulation
- Simulation of TV interview (+feed back)
- Can't see myself on screen!

SCARSITY





Importance of SC



SC in EU and
in Slovakia

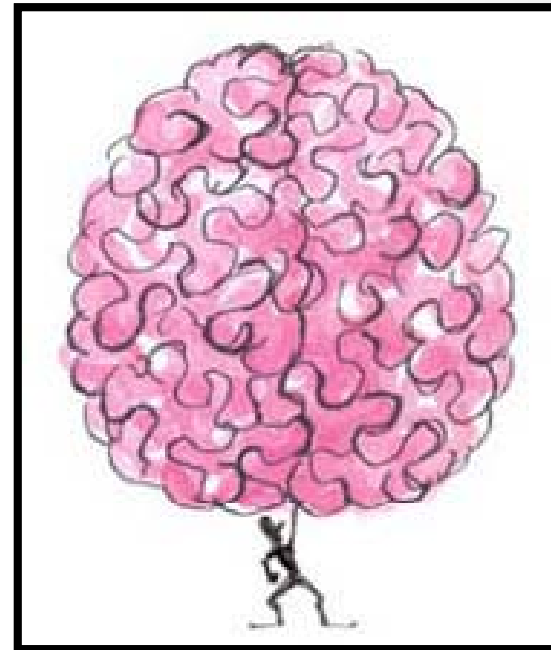


Practical part



ATTRACTIVENESS

Theoretical models
Forms
Rules of effective SC



SO, WHAT'S THE
BIG DEAL?
WHAT COULD
GO WRONG?!



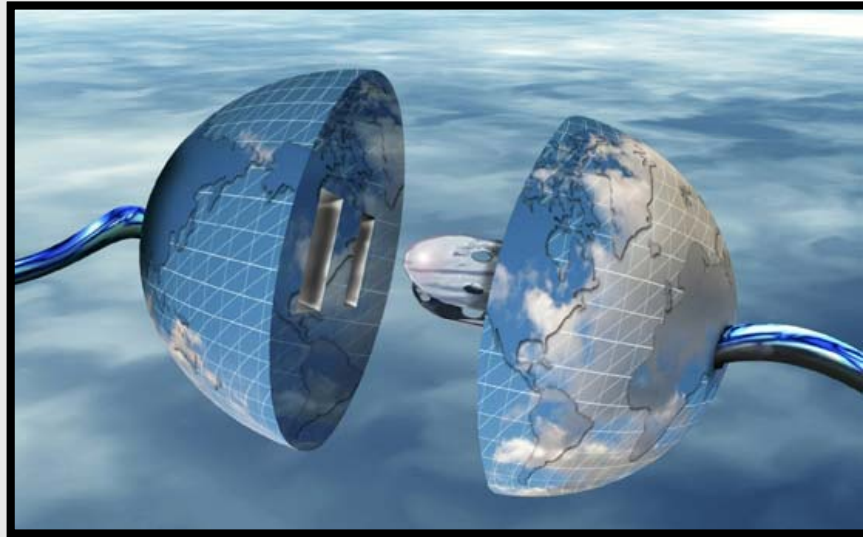
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PRACTICAL BREAKS

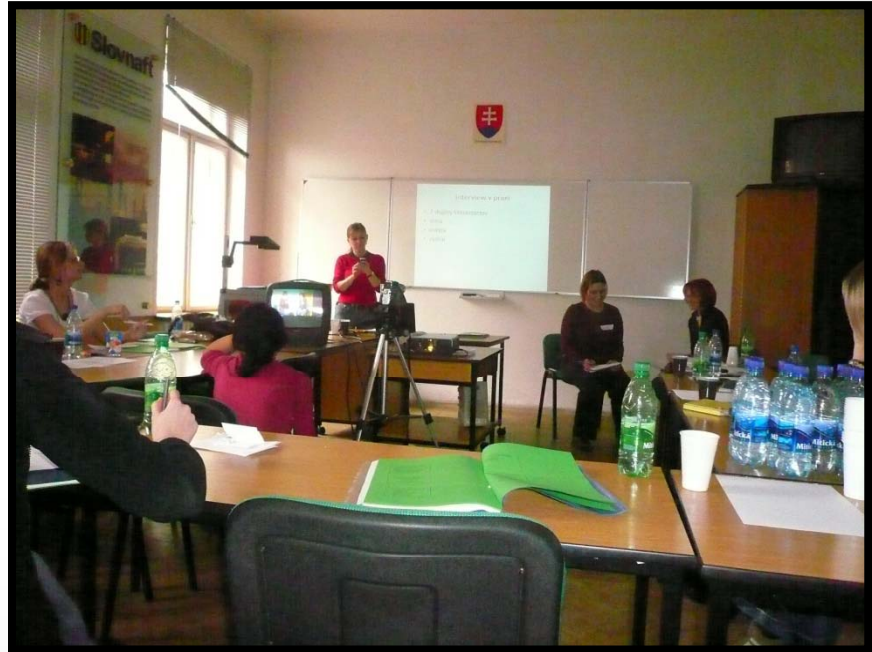
Science literacy quiz

Citizens' jury

Headlines for tabloid press



SC via media
(TV and radio)



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screen!



QUESTIONS STORM

- What is added value of the complexity principle?
- Is the training applicable in Slovak education system?
- Whom is the training exactly aimed for?
- Should the researchers become the SC professionals?
- How to encourage scientists to communicate?
- How to evaluate the effectiveness of the training?
- Training of trainers
- What's the next step?

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SCIENCE COMMUNICATION SKILLS

