



CE3C
centre for ecology, evolution
and environmental changes



**Ciências
ULisboa**

Faculdade
de Ciências
da Universidade
de Lisboa



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Science and the Media – bringing together scientists, journalists and society

Lecturer: Marta Daniela Santos (Communication and Image Area of the Faculty of Sciences of the University of Lisbon)

Calendar: January 13th-15th 2025

Duration: 18 hours

Schedule:

January 13th and 14th (Monday-Tuesday): 9h00-12h30; 14h00-17h30; January 15th (Wednesday): 9h00-13h00

Overview: Science is increasingly more present in our everyday decisions, with a fundamental role in global problems. Scientists, as the main actors in the production of scientific knowledge, have the responsibility of having an active voice in communicating this knowledge – and that can be achieved for example by a conscious use of the communication tools at their disposal and a better articulation with journalists, among other means.

Objectives: This course aims at: 1) exploring how scientists can use social media as tools to enhance the communication of their research and the dialogue with society, and 2) discussing the differences that exist in the work of scientists and journalists in terms of the methods and deadlines they meet and exploring how scientists and journalists can better articulate to reach a common goal – contribute to a more informed society.

General Plan:

Social media

How can social media be used in science communication, and how can researchers, if they wish so, use these tools to increase the visibility of their work and the exchange of ideas? We will explore how social networks allow us to increase the visibility of scientific research both among the scientific community – and if that is translated in an increased number of citations – and among different lay publics, using different approaches.

Scientists and Journalists

The work of scientists and journalists follows very different methods and deadlines, and there is sometimes some frustration among scientists about how their work is communicated on the media, with misunderstandings concerning deadlines, appropriate or sensationalist titles and the emphasis given (or not given) to the interpretation of scientific results. Comparing and understanding the differences in working methods and deadlines of journalists and scientists can help establish a better collaboration. How can scientists be available for dialogue with journalists – without overlapping with their work? What good practices can be adopted in the context of interview – both in TV and in written media?

Throughout these two major themes, we will explore techniques of written and oral (science) communication, in order to adapt the communication of scientific concepts to different audiences. The course will follow a theoretical-practical approach, with the practice of writing content for different social networks, interview simulation, among other exercises.

This course can give credits to PhD programmes at FCUL or of programmes with partnership from FCUL and other institutions with 6h-7h of contact hours per ECT, as a function of specific requirements. **For these students additionally to the exercises done during the week the delivery of a written report done after the course is mandatory. The report is also advised for other students requesting accreditation of the course in their institutions.**

Compulsory programme:

Participants have to be present at 80% of the lectures and actively participate in the group discussions and exercises to receive the certificate.

Nº (min, max) students: 10 – 20

Directed to: PhD students, postdocs and professionals working on any scientific field. MSc students can also attend, if vacancies are available.

Minimal formation of students: Bachelor degree in any scientific area (however a Master degree is strongly advisable).

FEE

Free for 1st year PhD students of FCUL enrolling in it as part of the curricular year; also free for 1st year PhD students in the Doctoral program Biodiversity, Genetics and Evolution (UP), Biology and Ecology of Global Changes (UA) and Sustainability Science (UL, several institutions), when the course counts credits for their formation; in all these cases the delivery of a final report done after the course is mandatory; the course is also free for more advanced PhD students of the BIODIV programme (ULisboa or UPorto); 25 € for other PhD students from cE3c, 40 € for PhD students from institutions of the PEERS network (CFE); 70 € for FCUL Master students, more advanced PhD FCUL students and unemployed; 90 € for BTI, BI and other PhD students; 125 € for Professional and postdocs.

When the maximum number of students is reached, 10 vacancies will be available for non-paying 1st year PhD students mentioned above, being, by order of preference students from: 1) cE3c; 2) BIODIV (not from cE3c); 3) FCUL (not from cE3c); 4) Sustainability Science (not from cE3c or FCUL); 5) BEAG (not from cE3c or FCUL).

Deadline for applications: December 13, 2024

How to apply

Candidates should fill a FORMULARY that will be available after the call is open.

This formulary is strictly confidential, as explained in the introduction, and the data are required because the cE3c Advanced Courses are also offered as part of the PRR programme of FCUL.

When filling the formulary mind to:

- 1) FILL ALL THE MANDATORY FIELDS
- 2) UPLOAD CV AND MOTIVATION LETTER, both mandatory; use the names as instructed there
- 3) If you want to resume later SAVE the formulary, otherwise you will need to fill everything again
- 4) At the end SUBMIT the formulary before exiting

For any doubts please contact the cE3c coordinator of the cE3c courses Margarida Matos (mmmatos@fc.ul.pt) and the teacher Marta Daniela Santos (mddsantos@fc.ul.pt)