

Course syllabus for

# PM1: Research Communication Step 1 – Eye opener

Syllabus adopted 2021-08-18 by Professor Bengt-Göran Rosén, Produktion2030 Head of Education



Credits	2 hec
Grading scale	Satisfactory/not satisfactory
Education cycle	Third-cycle
Examiner	Prof. Bengt-Göran Rosén, Halmstad University
Eligibility	No previous knowledge or experience is required to attend.
Aim	<p>This is an eye opener for those who knows very little or nothing about research communication.</p> <p>It is both necessary and important for researchers in academia and industry to know how to explain complicated research to non-experts. We use interviews to teach you how to communicate with for example financiers, collaborating partners, decision makers or in an interview in media to the general public (the taxpayers) or politicians.</p>
Intended learning outcomes	<p>After completion of the course you should be able to</p> <ul style="list-style-type: none"> <li>• Describe what a message bank is and how you can construct a message bank for your research</li> <li>• Identify a target group for your research and formulate messages that triggers their interest</li> <li>• Prepare for and conduct an interview with TV camera</li> <li>• Write a press release that gets media 'on the hook'</li> </ul>

Course content	<p>You will get advice and training how to interact and how to present R&amp;D to non-experts. We use camera and interviews to test your skills. You will get a toolbox with concrete tips and advices on how to be well prepared for efficient communication, also very useful for lecturers. Our aim is that you should get a good knowledge about how to prepare a presentation or an interview. We practice your skills by using camera and interviews, so you know how to handle this situation. You will also have to write an approved, short (10-12 lines), kind of press release.</p>
Course organisation	<p>This is a two half-day course. The idea is that you, between day one and two, have time to prepare and improve your communication in your interview. You will get tools and theory about how to create messages and how to work with communication strategy. You will also get tools to know how to avoid getting cornered by tricky questions.</p> <p>As a preparation you will write 10-12 lines to the course leader about your research (as a press release) two weeks before the media training.</p>
Examination	<p>A successful completion of this course will be judged on the following:</p> <ul style="list-style-type: none"><li>• A written press release about your research</li><li>• A conducted interview with a journalist about your research</li></ul>
Literature	<p>Material to be provided during the course.</p>