

Course syllabus for

PM1: Research Communication

Syllabus adopted 2020-08-21 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	The aim is that the participants should get a good knowledge about how to prepare a presentation or an interview, i.e. to get a good knowledge in how to communicate research.
Intended learning outcomes	<p>After completion of the course the course participant should be able to</p> <ul style="list-style-type: none"> • Know how to create a message bank! • Analyse and understand the culture collision between researchers and non experts! • Have some experience interview training with TV camera. • Be able to write a press release that gets media 'on the hook'.
Course content	The participants will get advice and training on how to interact and how to present R&D to non-experts. Camera and interviews will be used to test and practice participants' skills. Participants

will get a toolbox with concrete tips and advices to be well prepared for efficient communication, also very useful for lecturers. Finally, participants will write an approved, short (10-12 lines), kind of press release.

Course organisation

ONLINE version: Two web-based meetings with course provider as well as assignments before/between the meetings.

Physical meetings: This is a two half days course which begin day one at 11 a.m. until 18.00 p.m. Day two is from 09.00 a.m. until 14.00 p.m. The idea is that the participants, between day one and two, should think about how to create messages and how do a better interview the second day.

As a preparation the participants must write a press release to the course leader to weeks before the media training.

Examination

A successful completion of this course will be judged on the following:

- A written and approved press release about their research
- Perform an approved interview.

Literature

Handouts during the course.