

COMMUNICATION WORKSHOP

15:00-15:30 – Introduction remarks.

15:30-16:00 – Presentation of your work to an audience.

16:00-16:30 – Interview session.

16:30-17:00 – Coffee Break.

17:00-18:00 – Write an article for a newspaper.

18:00-18:30 – Feedback discussion.

Groups of 3 : 1 scientist / 2 reporters

Scientist: Present your work (5-10mn)



- As if you were presenting it to your **peers**
- Give the **general picture**, not only a specific topic
- Be **precise**... but don't get lost in the details
- **Don't try to impress** by making it more complex than necessary

Reporters: Prepare your questions (~5)



- **Note** the information that caught your attention (and start thinking of an angle)
- Make links between what you hear and what might interest the general public : **know your readership!**
- Make **open questions**... but stick to the topic.

The interview (~15mn)

Reporters

- Be **smiling and caring**: you want the scientist to answer your questions!
- **Don't necessarily stick to the questions**, but don't diverge too much.
- You have the **right to change** your angle.
- Don't let the scientist lead the interview: **you're in charge**!

Scientists:



- Communicate your **passion** (even though you know your topic by heart)
- Take the time to **explain** difficult concepts / words.
- Be concrete by citing examples, anecdotes, analogies to **embody** your speech.
- Use **humor** (but don't try too hard!)
- **Answer** the questions... but don't let the reporter take you where you don't want to go!

Write a short article (~1h)

1- The text: 1500 signs max (space included)

- Find your **angle** (and only one!)
- Start with the **principal information**: a fact / a context
- Outline the **issue** as soon as possible.
- Stay **focus**: don't open too many doors.
- Use **quotes** with moderation (1 or 2 max) and make it useful!
- Be precise and informative: 1 idea per sentence / 1 concept per paragraph.
- Make short sentences (12-15 words).
- Don't hesitate to use analogies.
- Use the active form.
- Close your angle!
- Eventually end with a touch of humor or open to new perspectives



2- The Title

- The **first thing** the reader will read
- It should reflect your **angle**
- Catch the **attention**... but avoid **sensationalism**!
- Place **keywords** based on what you know about your readership
- Make it **short** (~60 signs)

3- The top paragraph (Chapô)

- Short: **300-350 signs** maximum
- **Effective**: who? What? Where? When? Why?
- This is a **synopsis**, not an introduction.
- Make it **original** and catch the attention.