Politics, Society, Science: Make an Impact

**Objective**

In this online workshop, we’ll work on how you, as a scientist, can make an impact on society and the public debate. Scientists know a lot about their research topics, which are often of high societal relevance. Yet public debates are often dominated by people with little understanding of science or even contempt for the scientific approach altogether. Our voices are heard only very softly, partly due to scientific objectivity, a high value we absolutely need to retain. Does this mean that we can’t state an opinion at all? Are we not allowed to extrapolate our findings into statements about the pros and cons of specific policies? How can you be heard by people outside of the ivory tower? How can they understand? How can you make your message relevant to them?

**Description**

- Clear communication
- Big picture and details: How to put both together in different settings?
- How to find a storyline that’s relevant to your audience
- Argumentation strategies adapted to the setting

**The public debate**

- Phases of a public debate and how this influences your communication style
- Analyze the interests of various stakeholders in a public debate
- Bring your topic to the public effectively

**The PhD stereotype**

- Why no one listens to you if you sound too much like a scientist
- Does scientific objectivity allow you to make clear statements?
- Recruiting help
- How to build a network of mutual support
- How can you reach out to high-level people?

**Methodology**

We use interactive online workshops, which are mixed with self-paced work on our online learning platform. Course instructors are available throughout the course duration for direct communication.

**Conditions**

Laptop or tabletop computer with microphone and webcam. Built-in versions are sufficient.

**Organizational Information**

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<tr>
<th>Language / Format</th>
<th>English / Online</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs (R2/R3) from all faculties</td>
</tr>
<tr>
<td>Date</td>
<td>Monday-Wednesday, 27-29 May 2024, 9:00 – 11:30</td>
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<td>Registration</td>
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