



The **DAAD Kairo Akademie DKA & Clusters of Scientific Innovation in the Middle East and North Africa COSIMENA** are highly encouraging you to apply for the upcoming **3-days Onsite** Special Workshop:

“Science Communication and Science Journalism”

by

Ms. Kerstin Hoppenhaus, Freelance Science Journalist and Filmmaker
Mr. Kai Kupferschmidt, Science Journalist

On

07., 08. & 09.10.2024 at DAAD Cairo Office, 09:00- 17:00

Target group of the Workshop are: Scientists at all career levels who are interested in communicating about their science with journalists and/or the general public as well as science journalists

Please read the detailed description below.

You can apply for the special Workshop through following link:

<https://www.daad.de/surveys/265646?lang=en>

As places are limited, we kindly ask you to register latest by **18.09.2024!**

If you have any inquiries, please contact Kairo.akademie@daadcairo.org



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| Title of the Module: | Science Communication and Science Journalism |
| Name of the trainer: | Ms. Kerstin Hoppenhaus, Mr. Kai Kupferschmidt |
| Language of instruction | English |
| Date: | - Monday, 7 th of October 2024 09:00- 17:00 - Tuesday, 8 th of October 2024, 09:00- 17:00 - Wednesday, 9 th October 2024, 09:00-17:00 |
| Duration: | 3 days, each 09:00- 17:00 |
| Target group: | Scientists at all career levels who are interested in communicating about their science with journalists and/or the general public as well as science journalists. |
| Content: | <p>Science Communication is gaining a more prominent role at universities and in the media sector now, especially through the Covid-19 pandemic the importance of science communication in raising awareness and communicating scientific findings became eminent and shed the light on the linkage between scientists, journalists and society.</p> <p>In this workshop, we will give an introduction to the methods, opportunities and potential drawbacks of science communication. We will discuss ways to productively interact with journalists and practice how to talk science to non-scientists. We will focus on text and visual storytelling, with special attention to social media.</p> |
| Learning Outcome: | Participants will learn the basics of effective science-communication. They will gain a better understanding of their target audiences and learn to adapt their communication to different audiences, including journalists. They will learn about different tools and formats and practice the use of storytelling for science communication. |
| Organizational Remarks: | Day 1: Being a scientist in public: Roles and risks; Interacting with journalists; Language and communication Day 2: Storytelling: Breaking down complex topics; Useful tools Day 3: Know your audience: Talking science to non-scientists; Effective and trustworthy science communication online |
| Information about the trainer: | Kerstin Hoppenhaus is a freelance science journalist and filmmaker based in Berlin, Germany. After working for national public television for over a decade, she moved to online publications in Germany and elsewhere, including Zeit Online, Süddeutsche Zeitung, Arte, BBC Future (UK) and Undark Magazine (USA). She teaches workshops in science communication and multimedia storytelling, has a master's degree in biology, and won several awards and scholarships for her reporting and other work. Currently, she is curating the Silbersalz Science & Media Festival and publishing a popular science book about the great biogeochemical cycles that sustain life on Earth. |



Kai Kupferschmidt is a science journalist based in Berlin, Germany. After studying molecular biomedicine at the University of Bonn and earning a diploma, he studied journalism at the Berlin Journalism School and went on to work for Tagesspiegel, Süddeutsche Zeitung, Zeit and many other German media outlets. He has written two popular science books, one on infectious diseases and one on the science of the color blue, co-hosts the podcast “Pandemia” and teaches workshops on science journalism and media literacy. He has received numerous awards for his work. He recently completed a Knight Science Journalism Fellowship at the Massachusetts Institute of Technology focusing on misinformation, and now works as a contributing correspondent for Science Magazine, covering infectious diseases and other topics.