

Science Communication & Science Journalism 2023

Training & Workshop



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| Realization | On-site event |
| Location | DAAD Regional Office Cairo |
| Date | <ul style="list-style-type: none"> • Training: Sunday, 29th October and Monday, 30th October 2023 from 10 a.m. to 5 p.m. (Cairo Local Time) • Assignment: Tuesday, 31st October 2023 (<i>Assignment in Home office for all</i>) • Workshop: Thursday, 2nd November 2023 from 10 a.m. to 5 p.m. (Cairo Local Time) |
| Target Group | <ul style="list-style-type: none"> • Researchers & scientists working in all science fields and journalists in the field of science communication |
| Duration | 8 hours per day |
| General Coordination and Contact Person | Mohamed Fathy & Nermine Abdelaty |
| Organizer | DAAD Regional Office Cairo German Academic Exchange Service 11 El Saleh Ayoub St.; Zamalek, Cairo, Egypt (URL: www.daad.eg) |

Concept Note

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 light on the linkage between scientists, journalists and society.

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.

Participants will also take part in a specific writing exercise and receive feedback on their texts from participants and trainers.

Furthermore, participants will learn the basics of effective science-communication, 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.

Short Biography of the Trainers

Kerstin Hoppenhaus is a freelance science journalist and filmmaker based in Berlin, Germany. After working for national public television for over ten years, 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 multimedia storytelling, has a master's degree in biology, and won several awards and scholarships for her reporting and other work.

Kai Kupferschmidt is a science journalist based in Berlin. He works as a contributing correspondent for the journal "Science" covering infectious diseases and other topics. He also writes for various German media outlets and together with two colleagues produces a German podcast dedicated to infectious diseases and global health. His most recent book "Blue" is about the science of the colour blue.
