2013-04-10

PV-M
Media Training
Mediaträning

ProViking graduate students are offered advice and training in how to interact with media and journalists, and how to present their research to the public. This very appreciated and optional, two-day course has been run for several years – **but now for the first time in English** – and all students are encouraged to take it!

Background

It is necessary and important for researchers to learn more about how to reach different target groups with their messages. It can be media and the general public (the taxpayers), but also decision makers, financiers, and others. This course gives the participants concrete tips and advices to make them well prepared for efficient communication, which is of course also very useful for lecturers.

Some of the contents and headlines

- How to create your own message bank!
- How to create your own communication strategy!
- The culture collision between research and journalism!
- Interview training with TV camera. Feedback and opportunity to make a second version. All interviews are based on relevant topics and the respective participant's own research, so there are no made-up or fake subjects.
- Written documentation.

Previous knowledge

No previous knowledge or experience is required to attend.

Teacher

Björn Carlgren is a very experienced journalist, university teacher and consultant. During the last 15 years he has been doing communication courses for researchers in different areas from universities, research institutes and companies.

Photographer

TBD

Dates and times

Course 1: 26-27 August 2013

Course 2: 29-30 August 2013

A course runs during office hours for two consecutive days, from 11.00 day 1 until 14.00 day 2. There *may* be course activities also during lunch breaks, so don't plan anything else for those hours.

Venue

Conference room *Fabriken* in the Department of Product and Production Development (PPD) at Hörsalsvägen 7 A-B, Chalmers Campus Johanneberg, Gothenburg. See map below.

Questions directly related to the *course and its contents* are answered by

Björn Carlgren
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***Send your application by email* and ask other questions to**

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Applications are treated on a first come-first served basis, so do not hesitate!

N.B You sign up for one of the two courses, not both. However, if in your application you clearly state that you can attend either of them, you naturally increase your chance of getting admitted.

Chalmers Campus Johanneberg