

EDA-EMERGE Local Course 2

“FILM course – interview training for EDA-EMERGE fellows”

Venue: Institute for Environmental Research, RWTH Aachen University, Aachen, Germany

Organizer: Prof. Dr. H. Hollert, Dr. Hanno Zielke, W. Kübel

Date: 27.10.2014

Time: 9h00 – 17h00

Course description:

The Film course was conducted as first part of the local course - LC2, a 2 day EDA-EMERGE training course held at the RWTH Aachen University.

To deal with the mass media is an emerging and highly important skill for scientists today. Scientific results have to be communicated in a comprehensible as well as unambiguous way. Insufficient preparation for interviews can easily lead to the original message being wrongly or incompletely passed on. On the other hand, being able to successfully transmit scientific achievements to a broader audience, and raising a scientific interest in a non-scientific audience, is a valuable skill. Furthermore, high competence in dealing with the media automatically yields a bonus in the competition for funding and resources, since decision makers in politics and funding boards are also part of the public perceiving media reports.

The FILM course provided a basic training in how to comprehensively and unambiguously present ones own research in a filmed interview situation. According to the choice of the participants, it was further focused on media theory, practical issues such as how to get in contact with the media, basics of scientific film (making them or having them made about your research) or presentation techniques.

Examples were given on how to present as a scientist to the media and how to control the picture one is giving to the public. The participants learned about the differences in the communication between scientist and the communication to the public as well as verbal and non-verbal communication. In two short sessions each participant got a camera interview training and hints for argumentation and representation

Finally, it was shown how to present correctly towards decision makers.

This amounted to a minimum total academic involvement of 7.5 hours equivalent to 0.25 ECTS points for the participants.

AGENDA

Film course Monday, 27.10.2014			
Time	Title	Lecturer	Supporting documents
9:00-9:30	Welcome, presentation of the institute for environmental research as well as the course program	Prof. Dr. H. Hollert	PP
9:30-9:45	Welcome of the course leaders	W. Kübel, Dr.H. Zielke	none
9:45-10:30	Problem definition: How do I present myself as a scientist to the media and how do I control the picture I am giving to the public? Two examples: succeeded & failed Differences in the communication between scientist and communication to the public	W. Kübel, Dr. H. Zielke	Film clips "Portrait Gretchen Vogel" (RBB) und "Endokrine Disruptoren durch PET-Flaschen" WDR
10:30-12:00	Exercises in front of the camera: interview training session including unpleasant questions such as "animal testing" Individual feedback of the participants to the course leaders Verbal and non-verbal communication, hints for argumentation and representation	W. Kübel, Dr. H. Zielke	The camera records of the training will be available (online) for the participants
12:00-13:00	Lunch break		none
13:00-13:45	Movie of the political ecological debate using the examples of the Greenpeace movie "Everything is awesome" against Shell and "Africa for Norway – New charity single out now!" http://www.africafornorway.no/	W. Kübel, Dr. H. Zielke	LEGO „Everything is awesome“ Shell... Greenpeace und „RadiAid“
13:45-15:00	Critical discussion on the stylistic means of David Attenborough through the example "Galapagos" Individual statements to the topic "The sector scientific movies: Which movie/series/drama is my favorite and why?" & discussions <u>Movies:</u> Mythbusters; Biene Maja; Die Sendung mit der Maus; Brain Games; BBC documentations/Attenborough; National Geographic documentations; Bones; Peter Herzog „Das Experiment“; GATTACA (Spielfilm 1997); CSI (badly made example); Contagion; Unser blauer Planet/Our blue planet – BBC; La Valse des Continents/Kontinente in Bewegung; Megastructures; Il était une fois ... la Vie/Once upon a time ... life/Es war einmal das Leben.	W. Kübel, Dr. H. Zielke	Each participant presented examples for good and bad scientific movies
15:00-16:30	Camera interview training: 90 sec. pitch for a certain topic: "How do I present myself correctly towards decision makers in an extreme brief presentation (pitch)"	W. Kübel, Dr. H. Zielke	The camera records of the training will be available (online) for the participants
16:30-16:45	Evaluation of the course	W. Kübel, Dr. H. Zielke	none
16:45-17:00	Dismantle the camera devices, cleaning End of the Course		none