

Talking About Your (Gender) Research in the Media

In cooperation with the GRADE Center Gender

Objective

Communicating your research strategically is a crucial part of becoming visible as a researcher. Increasingly, universities and research institutions are looking for researchers able and willing to interact with (social) media, to explain their research and comment on topics at the center of public debates.

The workshop will give researchers ready to 'go public' with their research, especially in gender studies, the necessary tools to reflect on their role, find appropriate modes of communication and be prepared for all possible reactions.

Description

The workshop will focus on how to successfully talk about your research in public. We will address the most important questions that you will encounter again and again, no matter in which medium or for which target group you want to communicate. An important part is also to become clear about your role as a scientist. It is challenging to leave the scientific community and become a public figure. This also involves the question of how to deal with the reactions and debates that one's own statements may trigger. There will be time to reflect on this and find appropriate strategies.

Methodology

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

Conditions

- Everyone working in the field of gender studies or related fields is welcome to join the workshop. Members of the GRADE Center Gender will be given priority.
- Please tell us the language you prefer to communicate in during the workshop (German or English or both).

Trainer



Anke Kautz
Scienza -
science coaching, Berlin

Anke Kautz is a graduate media consultant and has worked as a journalist for 25 years. As a trained coach and mediator, she works in scientific institutions. Anke uses her expertise from both fields to address science communication, to coach scientists in this area, and to share her knowledge in workshops.

Organizational Information

Language / Format	English & Deutsch/ On campus
Target group	Advanced Master Students, Doctoral candidates and Postdocs from all faculties with a focus in gender studies or related fields. Members of the GRADE Center Gender will be given priority.
Date	Tuesday, 6 June 2023, 10:00 – 14:00
Registration	Previous registration is required. To register, please write an e-mail to Anmeldung_CGCentrum@soz.uni-frankfurt.de , by June 28, 2023, at the latest. Further information: https://www.cgc.uni-frankfurt.de/