



## WORKSHOP: COMMUNICATION IN SCIENCE

### ORGANIZATIONAL INFORMATION

On Thursday, July 25, we invite you to participate in the workshop "Communication in Science", which will be given by Dr. Eliza Kania from Brunel University London.

The workshop will take place in the conference room of the Institute of Plant Genetics Polish Academy of Sciences (Poznań, 34 Strzeszynska Str.). The event is planned from 10:00 to 15:00. There will be a lunch break during this time.

Participation is free.

Registration is required by Friday at the following e-mail address: [jdut@igr.poznan.pl](mailto:jdut@igr.poznan.pl)

### WORKSHOP DESCRIPTION

#### **Communicating Science: how to boost your online presence and increase research impact**

"Science is not finished until it's communicated" is a famous quotation by the UK chief scientist, Sir Mark Walport. We will follow this passage of thought by exploring ways to effectively respond to the public demand for communicating research outcomes. Considering the constant growth in the number of publications and the need to provide reliable information, the visibility of research and the dissemination of valuable findings and reliable data can be considered one of the most important parts of academia's mission.

During the training, we will explore the most important approaches to research dissemination, including defining audiences and means of communication, responding to research integrity, and defining research impact. We will take a closer look at the dos and don'ts of communicating research in traditional media. Then, we will delve into social media and the interactive sphere, along with their potentials and threats. We will also examine several interesting case studies and the practical aspects of increasing research recognition.



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Institute of Plant Genetics PAS, Poznań, Poland



## Training Schedule

- Introduction
- Research impact: idea and approaches
- Defining audiences
- Disseminating research: TV, radio, broadcast media
- Case study/exercise
- Break
- Disseminating research: social media and digital
- Policy insights
- Research communications and research integrity
- Case study /exercise
- Questions and discussion

## WORKSHOP PRESENTER

### Dr Eliza Kania

Dr Eliza Kania is a political scientist and communications specialist, focusing on research dissemination and digital communication. She has 12+ years of experience in collaboration with media, HE institutions, local governments, and NGOs in the UK, EU, Eastern Europe, Central Asia, and the US (with a focus on boosting scientific cooperation). Currently, she works at Brunel University London, and for Political Studies Review under the umbrella of the Political Studies Association. She is also part of the Brunel Public Policy unit team, which focuses on utilising research in policymaking.

Dr Kania completed a PhD in political science at Adam Mickiewicz University. Her research interests cover gendered dimensions of work and the process of precarisation of labour (and its policy and societal impacts). She co-created and managed international research and educational initiatives, including *R/evolutions: Global Trends and Regional Issues* (a journal combining scientific articles with other forms of publication, such as interviews, photo reports, and essays) and *News Literacy* (an international course teaching skills in consuming and critically analysing media content).  
More: [elizakania.com](http://elizakania.com)

## PROJECT

The workshop is organized as part of the NANOPLANT project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no 856961.

Project website: <https://nano-plant.eu/>



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# Communication in Science

Workshop by Dr. Eliza Kania



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