**Communicating in lay terms**

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**Session outline**

This session will be focused around the skill of communicating to non-academic audiences. This comprises both verbal and written communication; both of which are important when making our research accessible to a range of audiences. Specifically, we will explore mechanisms of outreach and how to promote our research to the public and the wider scientific community.

**Learning outcomes**

By the end of the session, we should have:

1. Developed an understanding of the skills involved in writing and communicating to non-academic audiences

2. Developed an understanding of the mechanisms of outreach and promotion of research to the public and wider scientific community

**Pre-work**

The pre-work listed here informs the basis for activities within the session. It is therefore important this is completed prior to the session to ensure that learning opportunities are optimised.

Compile a research abstract (~200-300 words) from your most recent dissertation research. If you don’t have your own research abstract to use, either write a fictitious one which relates to the area of your current interest or use one from a relevant journal article.

Please bring your abstract into the session as we will be using this.

**Post-work**

Blog post and resources on [“What’s this public engagement with science thing then?”](https://alicerosebell.wordpress.com/2011/04/08/whats-this-public-engagement-with-science-thing-then/)

EHU [Media Awareness Toolkit](file:///C:\Users\Squidge\Downloads\CS-1392%20-%20Media%20Toolkit%20-%2012pp%20A5.pdf)

EHU [Policy on Consultancy and Other Work for Outside Bodies](file:///C:\Users\Squidge\Downloads\KE%20-%20Guidance,%20Policy%20and%20Practice%20-%20Policy%20on%20Consultancy%20and%20Other%20Work%20for%20Outside%20Bodies%20-%20RO-ENT-01%20(1).pdf)

Blog on [“Reflecting on public engagement in research”](http://media.wix.com/ugd/cb2222_b99c31406e8b4e35bf2da169fdc1a2f8.pdf)

Have a go at visualising or developing creative ways of communicating your research ideas/findings which do not rely on conventional written language.

**Topics you may wish to discuss with your supervisory team**

1. Find out about your supervisory team’s experiences of involvement in communicating with non-academic audiences.
2. Are there any issues in your research area which may create conflicts of interest or have other implications by you engaging in non-academic audiences such as through public engagement?
3. Are there any public engagement events or upcoming university events which you can get involved in to practice communicating with non-specialist audiences? (EHU’s Postgraduate Cutting Edge Conference may be a useful one)