

Science Engagement Programme

Science Communication and Public Engagement Training

Call for Applications

Online Science Communication and Public Engagement Training Programme

The **British Council** is pleased to announce a call for early career researchers to apply for the Online Science Communication and Public Engagement Training Programme. The programme will be delivered in cooperation with the **University of West England** (Bristol) and the **ThinkWrite** organisation.

Programme Description

The training programme aims to improve the capabilities of early career researchers to effectively communicate science and engage with wider public.

Early career researchers will be trained in three main areas of science communication: a theoretical/foundational module which focuses on the underpinning theories and rationales for science communication, a practical module which looks at tools and techniques for science communication, and a final piece of work in which the early career researchers put into practice some of the learning from the earlier two modules to deliver a piece of science communication relevant to their research. More specifically, training modules are as follows:

Module One: Introduction to science communication, underpinning rationale

This module will explore the history of science communication and public engagement, including deficit model approaches, engagement approaches and responsible research and innovation. It will present a model for approaching public engagement, developed by ThinkWrite. The module will also explore conceptions of public audiences and what this means in relation to public engagement with science, as well as take a specific look at how to communicate to sceptical and potentially hostile audiences.

Module Two: Science communication – practical approaches and skills

In the second module, participants will explore practical approaches to science communication. This will include working with traditional media, science writing skills (blogs and press releases), social media skills, visual communication techniques, podcasting and online media, public speaking and policy communications.

Module Three: Science communication practical project

The final module will comprise creation and delivery of a science communication intervention chosen by individual participants and relevant to their own work. This practical element will be supported by 5-10 hours of pre-recorded content, covering aspects of planning, management and evaluation. Within this module, collaboration opportunities with media outlets in North Macedonia will be offered.

Training Schedule

This 12-week training programme is offered as online-live sessions, delivered each week during the period mid-December to mid-March. The training programme is expected to start during the week of December 7. The sessions will vary in length from 1.5 hrs to 3 hrs. You can expect to have 4.5 hrs of contact time in December, with the remainder of the course delivered between mid-January – mid March.

Eligibility

Applicants must hold a PhD degree, be within eight years of obtaining their PhD degree, be residents of North Macedonia and be fluent in English as all training modules will be held in English language. Applicants across all disciplines are welcomed to apply.

Quality Assessment Criteria

Applicants will be assessed based on: their track record, research experience, motivation to attend the training and English language proficiency.

We will assess your English by looking at your application and CV. We do not require a qualification in English (for example, IELTS, TOEFL). However, if you have a qualification you should mention it in the application form.

Application Form

To apply, please fill in the application form and send alongside the CV to zarko.koneski@britishcouncil.org.

Deadline for applications: 30 November 2020, by 23.00.

Notification of Results:

Applicants will be notified by email within seven days of the deadline for applications.

Equal Opportunities

The British Council is committed to equal opportunities and diversity in all its activities and this includes the avoidance of any bias in the assessment of applications due to gender, disability, racial or ethnic origin, sexual orientation, or religious belief. Participants' selection undertaken by workshop organisers must not contravene this policy. Extra support to enable participation of early career researchers with special needs will be given.

Additional Information

The training is a part of The Western Balkan Science Engagement Programme (SEP) financed and implemented by the British Council. The programme aims to contribute to resilience of states, communities and citizens across the Western Balkans to the COVID-19 pandemic and its adverse impacts by using and promoting science and scientific evidence.

Find more information at: www.britishcouncil.mk.

For any questions, please contact zarko.koneski@britishcouncil.org.