

SCIENCE WRITING BEYOND THE MANUSCRIPT

a 2-day workshop - 8-9 June 2021

Max. number of participants: 12.

Organisation: The workshop runs via Zoom from 9:00 to 15:00 on both days, with a 1-hour break for lunch and short, bite-sized sessions of 50 min + 10 min break in between.

Homework: Write a short news article (~200-300 words) on a topic of your choice.

Pick a scientific study (your own work or any published article) and describe the findings in a way you think a journalist from a traditional newspaper would do it. Your article does not need to be perfect as we will learn how to edit and build upon the drafts during the workshop.

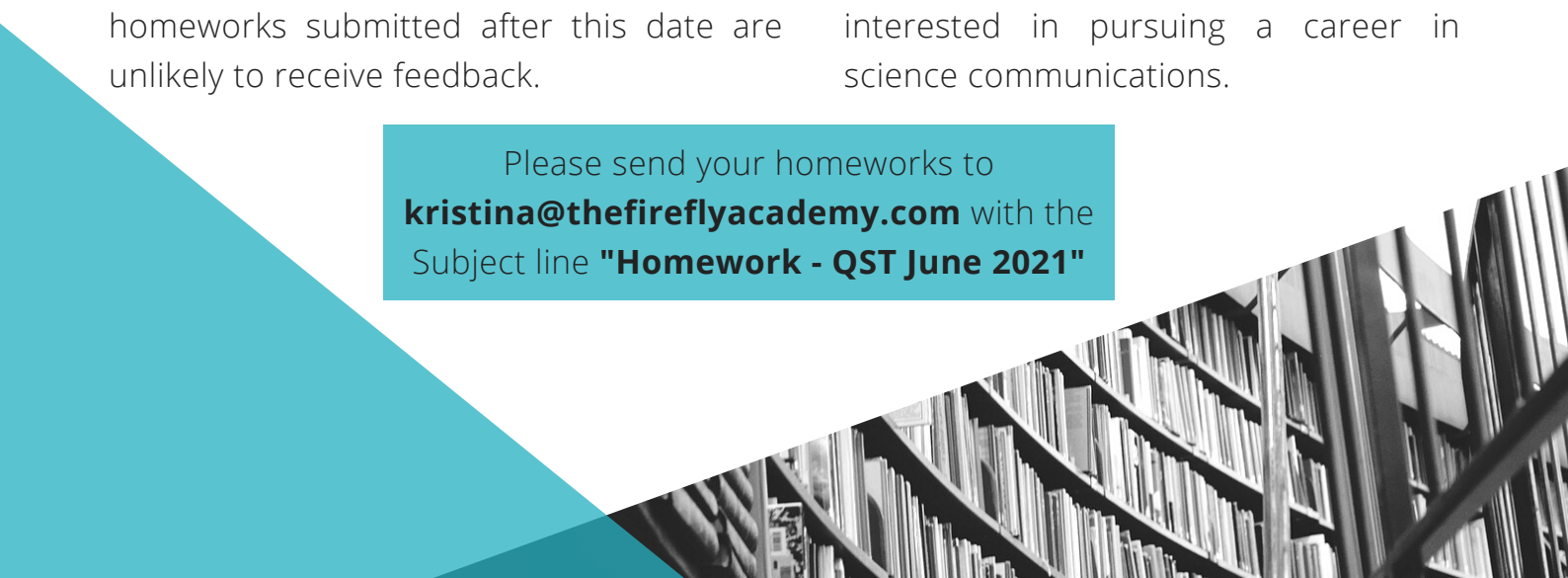
Homework deadline: To allow for sufficient time to review your articles, please submit them by **1 June 2021**. Extended deadline is **4 June 2021**, any homeworks submitted after this date are unlikely to receive feedback.

The workshop is aimed at students and researchers wishing to learn how to communicate scientific information in a written format beyond the traditional manuscript.

Over the course of 2 days, you will be introduced to the two main article types: classical news and more freestyle feature articles. We will also look into the creative process of writing itself, perform different hands-on exercises and learn how to work with drafts at the different editing stages.

The storytelling principles as well as many structural elements discussed during this workshop are applicable to writing both popular science articles as well as more specialised professional reports. The workshop is therefore suitable to researchers who simply wish to improve their writing as well as those interested in pursuing a career in science communications.

Please send your homeworks to **kristina@thefireflyacademy.com** with the Subject line "**Homework - QST June 2021**"



DAY 1 (NEWS)

We begin by looking at the differences between journalistic/non-academic and academic writing style, and perform a writing exercise to assess everyone's individual obstacles and unconscious habits.

We proceed to discussing news and scientific news more specifically, look at the main elements of a news article, the classical news structure and the variations of news as we encounter them in the digital format today.

We also learn about the modern media landscape and the journey of a news story within it. The day concludes with the round of feedback for submitted homeworks. The basic framework for draft editing is introduced at this point, which you can use to improve your news articles.

Homework: You now have the chance to apply the new knowledge to your articles and re-submit the edited versions for the second round of feedback.

ABOUT THE TRAINER

Kristina graduated with a PhD from the MPI Biochemistry in Munich in 2014 and moved to London, where she studied journalism and worked as a writer for a science media startup Mndzilla (Scicasts). Upon her return to Germany in 2018, she did a postdoc at the University of Würzburg. Since October 2020, she has been a full-time science communications trainer working with students and researchers across Germany.

DAY 2 (FEATURES)

The second workshop day focusses on the least structured and therefore the most creative non-academic article format - feature articles.

We look at different types of features and touch upon the most sought after article type today - data-driven stories.

A couple of writing exercises will show you how to quickly generate story ideas and narrow down the topic when faced with a "blank page" in the future. We will also look at the different stages of editing, from restructuring the early drafts to polishing the final piece.

Each participant who has re-submitted their homework now receives another round of feedback.

The workshop concludes with an open Q&A session, where we cover questions about the workshop content, the writing process as well as career opportunities for science writers.

