

Invitation

NRF-SAASTA VIRTUAL SCIENCE COMMUNICATION WORKSHOP

Venue: Virtual (Zoom) **Date:** 13 November 2020 **Time:** 10h00 for 10h30 - 15h00 (with 2 breaks)

Overview

The South African Agency for Science and Technology Advancement (SAASTA), a business unit of the National Research Foundation (NRF), in collaboration with Jive Media Africa, invites researchers, scientists and students at University of Zululand, Empangeni, KwaZulu-Natal, to participate in the science communication workshop hosted by the Faculty of Science at University of Zululand. The workshop is organised by the Nanotechnology Public Engagement Programme (NPEP), which is funded by the Department of Science and Innovation, and coordinated by NRF|SAASTA.

The workshop aims to build science communication capacity in specific scientific fields or priority research areas, which will ensure the communication of research and technological developments in these fields. The workshop will equip participants with the skills to effectively communicate with various audiences of the public, train participants on popular science writing and highlight NRF | SAASTA's science engagement initiatives that provide a platform for researchers to engage with the public. The workshop will have the following two modules:

1. Introduction to Science Communication

- Why communicate science (including impact of science and understanding/acceptance of science in society from various perspectives, as well as how various perspectives impact science).
- History and theory of development of science communication and public engagement.
- How scientists can get involved in science communication. What platforms are available, etc.
- Basic concepts of communication – understanding the audience, knowing what to communicate (message), and which platforms are appropriate for different purposes.
- General points about formulating scientific messages for public consumption.

2. Popular Science Writing

- Presenting tools for creative writing, and how to use them to explain key concepts of scientific research.
- Using popular writing to develop a narrative about research that makes it compelling to consume – in print or online - and which also helps communicate research.
- Facilitating practical exercises for development of a piece of work written before the training.

A limited number of spaces are available. Spaces reserved on a first come first served basis. RSVP by 09 November 2020. The Zoom registration link will be sent a few days before the workshop to registered participants.

RSVP link: <https://forms.gle/WzsCnLRCgkJ3TUS5A>

For more information on the workshop please contact Ms Zamahlubi Radebe, Ms Judine D. Govender and Professor Khoboso Lehloenyia as per the below information.

Ms Zamahlubi Radebe

NRF-SAASTA

Tel: 012 392 9376

Email: Zamahlubi.radebe@saasta.ac.za

Ms Judine Govender

University of Zululand

Tel: 035 902 6137

Email: GovenderJ@unizulu.ac.za

Prof Khoboso Lehloenyia

University of Zululand

Tel: 035 902 6264

Email: LehloenyiaK@unizulu.ac.za



science & innovation

Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA



UNIVERSITY OF
ZULULAND
RESTRUCTURED FOR RELEVANCE



Jive Media
Africa
ACTIVATE
AFRICAN KNOWLEDGE



National Research
Foundation

SAASTA

South African Agency for Science
and Technology Advancement