



Media courses for researchers

Science is often perceived by parts of the public as incomprehensible and remote. Communicating complex research results to a broad public is a task that is as demanding as it is important. In our media courses, experienced journalists and experts help you to develop an accessible language and to improve your presentation skills.

Media courses for researchers

The SNSF will be offering media training in English from 2022. The course is aimed at interested researchers in Switzerland who would like to improve their media and communication skills. In the one-day training in a small group, you will learn how to deal with media professionals and present your core message in front of the camera and microphone in an understandable and convincing way. The focus of the training is on television interviews. However, interviews with radio stations and print media as well as oral presentations (lectures, web conferences, etc.) will also be looked at. While English will be the language of tuition, the thematic focus will lie on allowing researchers from abroad to practice interviews in one of the Swiss national languages.

Further courses such as writing coaching, social media workshops and social video workshops are held in German and French. See the offers on the SNSF website:

www.snf.ch/medienkurse (German)

www.fns.ch/cours-media (French)

The SNSF supports these courses in a partnership with Stiftung Mercator Schweiz.

Course date 2022

Media training	June 25th
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Place and time

The English-language course takes place from 9:15 a.m. to 5:00 p.m. within walking distance of Olten train station.

Depending on the pandemic measures, courses may be transferred to the internet.

Attendance

The courses are aimed at researchers who have at least some initial research experience at postdoc level and are supported by the SNSF or Stiftung Mercator Schweiz. The offer is also open to other advanced scientists.

Detailed information on participation, fees and registration:

www.snf.ch/media-courses