



Media courses for researchers

Whether it's the Covid19 pandemic, climate change, the energy transition or international conflicts: researchers have to communicate beyond their disciplinary boundaries again and again. But translating scientific findings and debates into a generally understandable language is something that has to be learned.

The SNSF's media courses offer the opportunity to prepare and practise appearing on TV, radio, in the press or on social media, guided by professional media professionals and coaches.

„Such training should be a standard part of academic education, because that's the only way we can better bridge the gap between academia and society in the future!“

*Anna Elsner, Assistant Professor French Literature and Culture,
University of St. Gallen*

Media courses for researchers

The SNSF is offering media training in English. 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 2023

| Media training | 2nd september; 3rd november |
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Location

The courses will take place in Olten.

Depending on pandemic measures, courses are also held online.

Participation

The courses are aimed at researchers who have at least initial research experience at postdoc level and are supported by the SNSF or the Mercator Switzerland Foundation.

The courses are also open to other advanced researchers.

Detailed information on participation, costs and registration:

www.snf.ch/medienkurse

French-language offer:

www.fns.ch/cours-media