

Lena Lid Falkman  
Version 2022-10-20

**SCHEDULE – PHD-COURSE “ATT KOMMUNICERA VETENSKAP” / “COMMUNICATING SCIENCE”, SPRING 2023, 4,5 cred.**

DATE	ROOM	TIME	CONTENT	LECTURERS
16 mars	3D 418	9.15– 12.00	<b>Course introduction; Introduction to research communication</b>	Lena Lid Falkman
16 mars	3D 418	13.15 – 15.00	<b>Writing a basis for press release (Course task 1)</b>	Christina Knowles
<b>23 mars</b>	3C 510	9.15-16.00	<b>Introduction to popular science writing, and writing workshop</b>	Lena Lid Falkman
30 mars		<i>12.00</i>	<i>Deadline, Basis for press release . Upload on Canvas</i>	<i>Lena Lid Falkman</i>
<b>19 April</b>	9D 303	9.15-12.00	<p><b>Reach the media with your research</b></p> <p>The journalist's task is to critically review the research and present news. You will explain, show up and raise interest in your research. These goals can be combined.</p> <p>Here you will learn how journalists think and how headlines are written. We show many movie clips, both good and ugly interviews. We talk about response techniques and how to get interest and cameras to turn to what you want to tell. You will get tips on attracting media to your press conference and solid interview training in front of the camera.</p>	Pelle Thörnberg

<b>19 april</b>	9D 303	13.15-16.00	<b>Media training with camera-/interview exercises</b>	
<b>20 April</b>	9D 303	9.15 – 12.00	<b>Media training with camera-/interview exercises</b>	Pelle Thörnberg
<b>4 May</b>	9D 313	9.15-16	Rhetoric in practice	Lena Lid Falkman
<b>11 May</b>	9D 313	9.15-12.00	Skapa din egen (sociala) media Create your own (social) media	Lena Lid Falkman
<b>17 maj</b>	ZOOM	9.15-12	Inspiration from guests with a lot of experience	Lena Lid Falkman
<b>25 May</b>		12.00	<i>Deadline, "Full draft" for popular science article Canvas</i>	Lena Lid Falkman/Henrik Bränden

<b>1 June</b>	3D 417	9.15-16.00	<b>Article workshop</b> Feedback on article drafts in groups.	Lena Lid Falkman
<b>7 juni</b>		12.00	<i>Deadline, full version of popular science article - "ready for publishing"</i>	
<b>8 June</b>	11B 240	09.15 – 16.00	<b>Populärvetenskapligt slutseminarium. Muntliga presentationer</b>  <b>Oral presentations, final seminar.</b>	Lena Lid Falkman

**Course leader:**

**Lena Lid Falkman** is lector at Karlstad University with a focus on leadership and communication. She has a special interest in communicating research both in theory and practice. She is an experienced public speaker at business conferences and speaker at institutions and organizations. Lena is irregularly invited for comments in media, and has been a guest at SVT Aktuellt, Agenda, SR P1 Nordegren & Epstein, TV4 Morgon, DN, SvD and DI.

She has done talks in UR Play and SVT Kunskapskanalen. Lena has her own podcast and has won awards for her research blog. In 2017 she got a silver medal in a competition in research communication, the Forskar Grand Prix and in 2021 she was one of the top 100 lecturers in Sweden (based on internet algorithms, nominations from organizations and grades from speaker companies).

**Contributors:**

**Pelle Thörnberg** has been a journalist for over 40 years, including 30 with news on national television. For 20 years, he has helped politicians, athletes, entrepreneurs and organizations succeed in meeting media. Over 3,000 people have received individual media coaching. <http://pellethornberg.se/om-mig/>

**Christina Knowles**, communications officer, at the [Faculty of Arts and Social Sciences](#). Working with internal and external communication, media relations, PR activities, marketing and research communication.