



The 7th CDB Meeting

Publish, Present, Promote: Communicating your science effectively in English

September 22, 2003 13:00 to 17:30
Building C, 6F Seminar Room

13:00 – 14:00

Stephen Simpson, PhD <Associate Editor, *Science* magazine>

Getting your science into Science; perspectives and advice on successful publishing

What helps a scientific paper through the review process at a top peer-reviewed journal like *Science*? Is it simply that it's good quality and interesting research, or does presentation and clear communication make a big difference? Attention to the process of preparing and submitting a research paper is as important as the process of scientific discovery and the editor's role is to guide the review process that evaluates both these aspects of the work. What makes a piece of research interesting for a journal like *Science* will be considered, along with insights into preparing your paper so that your message is delivered in the most interesting and effective way.

14:05 – 15:05

Carina Dennis, PhD <Australasian Correspondent, *Nature* magazine>

Communicating science to the press and public

Communicating science is more important than ever before. In the 21st century, scientists are increasingly being called upon to explain their research to journalists, teachers, lawyers, politicians and the public. But science communication requires special skills that are often overlooked during scientific training.

Carina Dennis has worked as a scientist, journal editor and now as a science journalist for *Nature*. She will discuss the growing need for scientists to be able to effectively communicate their research, as well as practical guidelines for handling the media and adapting the message to different audiences.

15:05 – 15:20

<COFFEE BREAK>

15:25 – 16:25

Robert B. DiGiovanni, PhD <Visiting Professor, JAIST>

Giving effective oral presentations

As we all know, professionals involved with science, technology, and engineering often are called upon to give oral presentations at work, scientific and technical conferences, and business meetings. As a result, oral communication skills can be very important to these people and their organizations.

An effective oral presentation is one in which the message communicated is the intended message (signal) undisturbed by any unintended messages (noise). To give an effective oral presentation, the presenter has to pay close attention mainly to what the audience sees (the visuals and the speaker's body language), but also to what the audience hears (the speaker's voice) and feels about being able to participate (the question-answer session and other methods).

This talk focuses on the various strategies and techniques for preparing and delivering an effective oral presentation.

16:30 – 17:30

Charles Jennings, PhD <Executive Editor, *Nature* Research Journals>

Title and abstract to be announced

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