

Wednesday 16th March, 2016

Summary: CICASP Seminar 24

Media Coverage: Communication

We were extremely privileged to receive a two-hour seminar and workshop on media communication led by a professional on this topic, Anna Ikarashi. Working on behalf of staff and students of Kyoto University with scientific findings to convey, her expertise lies in promoting research to the international press. We learnt about how the media works, what journalists need, how best to work with journalists and what not to do. Afterwards, in pairs, we took turns acting as either journalist or researcher, before writing a three sentence news summary of our partner's research.

If in the future you have a paper accepted for publication, Anna Ikarashi, or a colleague, will work with you to come up with a press release. She advised that if you decide how you want to 'package' your findings, the spin or angle you would rather see reported, reporters often will use the angle you provide in your press release. Generating this media-friendly summary can also help alert journalists to your work in the first place. Andrew arranged this seminar after experiencing the benefits of collaborating in this way to develop a press release.

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Wednesday 23rd March, 2016

Outline: CICASP Seminar 25

Critical Thinking: Broad perspective

Those of you who have attended the CICAP Seminars will have heard us all tell you the great importance of critical thinking. This fact is worth repeating and developing further. Critical thinking, the ability to evaluate the validity of information, is not only essential in academia, but also in daily life. A dose of scepticism is healthy, especially in a world saturated with information sources. Fred has planned some interactive games that center on the idea of 'critical thinking'.