

## Personal Development Extension Programmes

### Pitching Science to Non-Scientists

#### The Basics.

#### Course Synopsis

Through the review of science-related articles found in popular science magazines, the participants learn how popularized science differs from peer-reviewed science, in style, content, public, aims, and process. Each participant is given the basics on 1) the various text reformulation techniques used by science writers, 2) the techniques that bring any scientific subject closer to a non-expert public.

#### Career opportunities

This course is essential to those who lack the techniques required to explain or publicize scientific research in words understood by all to generate public interest and understanding in their work.

#### Target participants

Scientists with a good command of English, who, in the course of their work, have to pitch science to non-scientists.

#### Course structure

Module 1: Turning a scientific article in a peer-reviewed journal into a science magazine article, with personalization, reformulation, and relevance-enhancing techniques.

Module 2: Explaining your job to family or friends - through the use of similes, images, and metaphors.

Module 3: Rewriting an grant abstract into a lay abstract

#### Mode of assessment

Each participant is assessed according to how well other participants are able to rephrase what they heard, or read.

#### Duration

One day

#### Requirements

Each participant brings to the class a grant abstract or a journal paper abstract (not a review).



#### Your trainer

*Jean-Luc Lebrun, is a seasoned and humorous presenter. He presented Apple Computer's advanced technology to audiences world-wide for over ten years and hosted the IT segment on the CyberChat and Hard Drive TV programs on Channel 5 (Singapore). He won multiple presentation awards throughout his career. He regularly coaches announcers and producers of FM radio stations in South East Asia.*