

SCIENTIFIC SEMINAR



Ruairi Mackenzie

Independent science journalist

Connected by Curiosity: What Science and Journalism Can Learn From Each Other

As a scientific journalist, he will discuss what it's like to work in scientific communication, how reporters go about turning complex research into language that the general public can understand, and the essential role that scientists and experts have in making sure research is communicated effectively and accurately.

He will explore some of the topics he has written about, and work through his process of telling stories about science. He'll highlight the challenges in balancing stories about eye-catching results with analysis that reflects science's gradual discovery process. He will discuss how the practise of science and journalism intersect, and how the two disciplines can combine to enhance the impact of new scientific findings.

Finally, he will also discuss some practical advice on speaking with the media about your research so that you can communicate the most important aspects of your work.

CIC bioGUNE

MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE



EXCELENCIA
SEVERO
OCHOA

Tuesday
January 28
Atrio 800
12.00H



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