

Workshop Detail

Katja Belousova

...is a journalist. She currently works for ZDF and used to write for DIE WELT. During the Corona pandemic she published many articles on the virus and scientific questions.



Date/time: 15.9.2023 / 13.00 – 14.30

Title: The media – Its function, methods and challenges regarding science

Short abstract:

The Corona pandemic in particular has shown that the relationship between the press and the scientific community is not always easy. Misunderstandings arise on both sides: Abbreviations by representatives of the media irritate scientists; in return, it is a challenge for journalists to write about complex scientific topics in an understandable way. Therefore, scientists should know how to deal with interview requests, how to explain their content as comprehensibly as possible - and what journalists want from them in the first place.

In this workshop we will discuss the following questions:

- How does media work?
- What are the differences between journalistic and scientific work – are there any similarities? And how should scientists deal with media inquiries?

The workshop contains:

- A discussion on the goals/challenges of journalists dealing with scientific issues
- Exercises on press inquiries: How to deal with a press inquiry? What is an authorization? How does media protect secret sources?

Headline training: What headline would you use for a scientific interview?