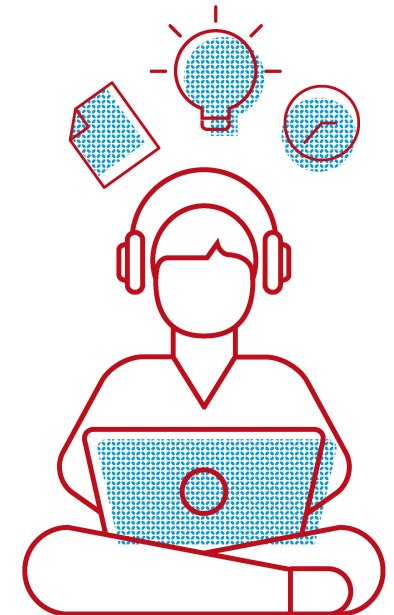
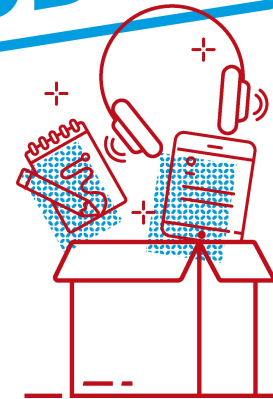
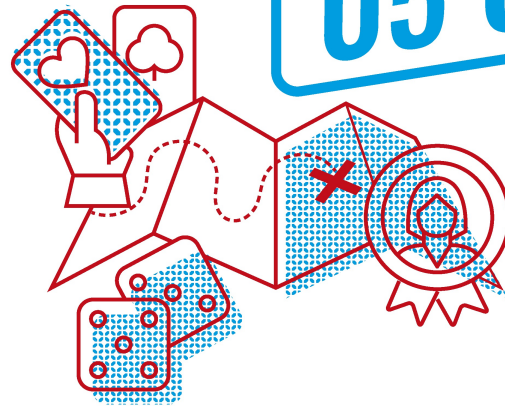


#doctoralux

05 OCTOBER



# Science Communication: DESCOM project



**Olivier GLASSL**

Project Manager, University of Luxembourg





# DESCOM – What is it?

- **DESCOM** is a training project for doctoral candidates in Luxembourg
- **Abbreviation: Doctoral Education in Science Communication**
- An initiative of the **University of Luxembourg (FSTM)** and **FNR**
- *Open for all doctoral candidates in Luxembourg*





# What is Science Communication

- **Science communication is (Burns et al. 2003)**

*“The use of appropriate skills, media, activities and dialogue to produce one or more of the following personal responses to science*

- *Awareness*
- *Enjoyment*
- *Interest*
- *Opinion-forming*
- *Understanding”*  
→ (AEIOU vowel analogy)

Burns, T. W., O'Connor, D. J., & Stocklmayer, S. M. (2003). Science Communication: A Contemporary Definition. *Public Understanding of Science*, 12(2), 183–202. <https://doi.org/10.1177/09636625030122004>

- **Science communication addresses specifically the general public and lay audiences**
- **It is different from peer-to-peer scientific communication**



# Why Science Communication

- **Ethic responsibility:**
  - *Scientific results affect everyone (just look at e.g., vaccines, internet, artificial intelligence, inflation, gender studies)*
- **Democratic societies are based on informed individuals**
- **Educated societies are more resilient**
- **Strengthen trust in science:**
  - *Societal trust in science has an impact of funding of science*
- **Scientific institution branding: intangible assets of science**

Hans, D. (2003). *Science Communication Pocket Guide*. University of Luxembourg, Luxembourg, 2021.





# DESCOM offers

- **Theoretical and practical training in science communication:**
  - **Science communication course**
  - **Science communication internships**
    - *in communication departments of DESCOM partners*
  - **Outreach activities**
    - *Support for science workshops*
    - *Science comics*
    - *Science slam etc. → LUXDOC*
  - **Network and other resources**
    - *Pocket guide*





# More information on DESCOM



**DESCOM.UNI.LU**

**Coming soon:  
calls for the next**

- *Science communication course*
- *Science comics*





# Thank you for participating in the National PhD Welcome Day 2022!

