



Program

Autumn School “I, Expert: Media competence for science through linguistics”

19-21 November 2024, Universidad de Zaragoza

Venue: Seminario 8 - Facultad de Educación

Time	Tuesday, 19.11 Practice 1: Tweet		Wednesday, 20.11 Practice 2: Press release		Thursday, 21.11 Other practices
10:00	Introduction to the project and the participants; Introduction to tweets for research and dissemination purposes	10:00	Introduction to press releases Ask the expert: What you always wanted to know about press releases on linguistic research	9:30	Discussion with SciCom experts Carmina Puyod and Mamen Horno
11:30	Coffee break	11:30	Coffee break	11:30	Coffee break
12:00	Rhetorical structure and characteristics of tweets for research and dissemination purposes	12:00	Rhetorical structure and characteristics of press releases	12:00	Annotation of the created texts; Discussion of the texts and annotations
13:30	Lunch break	13:30	Lunch break	13:30	Lunch break
15:30-17:00	Producing tweets for research and dissemination purposes	15:00-16:30	Producing press releases on an academic publication and on research or scientific event	15:30-17:00	Introduction to other science communication practices; Roundtable discussion
20:00	Welcome dinner	17:00	City tour (Start: Palacio de la Aljafería)	20:30	Final dinner

Note: If possible, please bring a device suitable for writing (laptop, tablet) for the sessions on producing and annotating tweets and press releases.