

Discourse in and through the Media.
Recontextualizing and Reconceptualizing Expert Discourse

***Adaptation in Knowledge Dissemination:
Science Slam/Fame Lab and other New
Formats as Recontextualization?***

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http://www.tu-chemnitz.de/phil/english/ling/presentations_js.php

1. Concepts in science communication

Science communication generally refers to public communication presenting science-related topics to non-experts. This often involves professional scientists (called "outreach" or "popularization"), but has also evolved into a professional field in its own right. It includes science exhibitions, journalism, policy or media production.

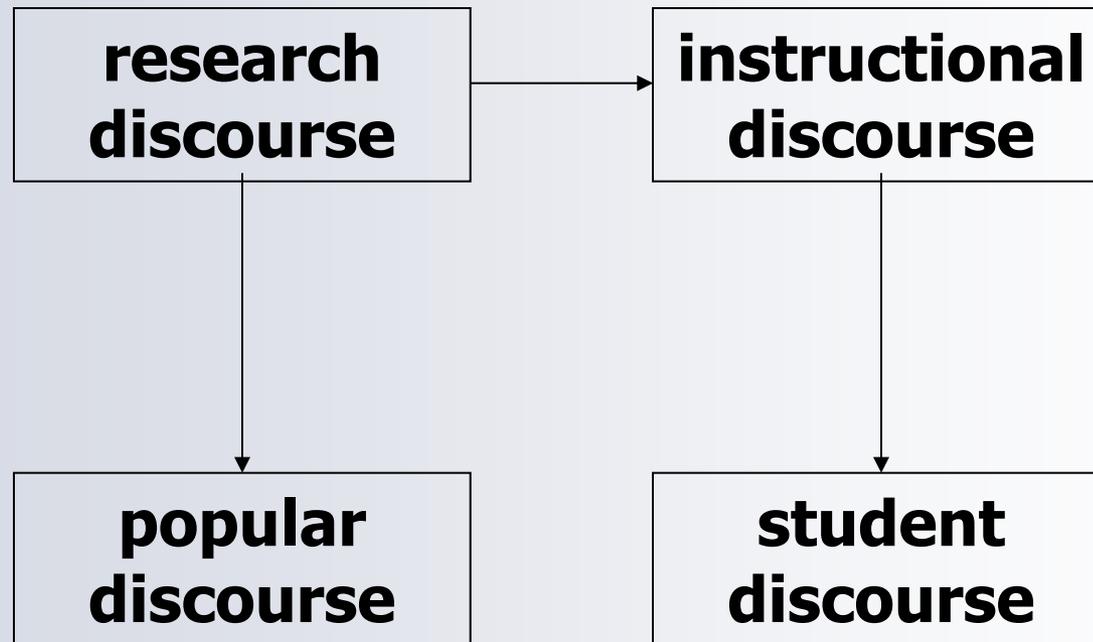
Science communication can aim to generate support for scientific research or study, or to inform decision making, including political and ethical thinking. There is increasing emphasis on explaining methods rather than simply findings of science. This may be especially critical in addressing scientific misinformation, which spreads easily because it is not subject to the constraints of scientific method.^{[1][2][3][4]}

Science communicators can use entertainment and persuasion including humor, storytelling and metaphors.^{[3][4]} Scientists can be trained in some of the techniques used by actors to improve their communication.^[5]

Science communication can also simply describe communication between scientists (e.g. through scientific journals), as well as between non-scientists.

http://en.wikipedia.org/wiki/Science_communication (03/11/13)

Discourses in science communication



The Genre Approach

research "output"

- **research article**
- book reviews
- project proposals
- conference presentations

teacher "talk"/e-learning

- ppt presentations
 - lectures
 - **student presentations**
- textbooks
 - Wikis
 - www pages (HTML, php)

**discipline-specific
culture-specific**

science "journalism"

- **popular science articles**
- popular blogs (David Crystal)
- popular science films (Horizon)
- popular science books
- **science slam**

student "literacy"

- fieldwork notes / essays
- **MA/BA thesis**
- seminar presentations

"Novice Academic English"

**author-specific
culture-specific**

Science slam

A **science slam** is a scientific talk where [scientists](#) present their own [scientific research](#) work in a given time frame - usually 10 minutes - in front of a **non-expert audience**. **The focus lies on teaching current science to a diverse audience in an entertaining way**. The presentation is **judged by the audience**.^[1] A science slam is a form of [science communication](#).

The prototype of the Science Slams is the [Poetry Slam](#). In the end of 2006 Poetry Slammer [Alex Dreppec](#) founded it in [Darmstadt](#) (Germany). Since 2008 it has become very popular in Germany. Since 2010 it has become popular internationally as well.

A **poetry slam** is a competition at which poets read or recite original work. These performances are then judged on a numeric scale by previously selected members of the audience.

http://en.wikipedia.org/wiki/Science_slam (03/11/13)

No Wikipedia entry for FamLab!

Science slam

From Wikipedia, the free encyclopedia



This article **is an orphan**, as no other articles link to it. Please [introduce links](#) to this page from [related articles](#); suggestions may be available. *(June 2012)*

A **Science Slam** is a scientific talk where [scientists](#) present their own [scientific research](#) work in a given time frame - usually 10 minutes - in front of a non-expert audience. The focus lies on teaching current [science](#) to a diverse audience in an entertaining way. The presentation is judged by the audience.^[1] A science slam is a form of [science communication](#).

Contents [\[show\]](#)

Origin [\[edit\]](#)

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Variants [\[edit\]](#)

Science Slams are open to all fields of science. However, events specializing on particular topics exist as well. Examples include: technical science slams,^[2] health science slams,^[3] sociological science slams,^[4] junior science slams,^[5] kid's science slams,^[6] and binational science slams.^{[7][8]}

SCIENCE SLAM

SCIENCE SLAM

MITMACHEN

TERMINE UND STÄDTE

MEHRSTUFIGE WETTBEWERBE

HALL OF FAME

Hall of Fame

"Ich heile Diabetes, indem ich der Leber eine Identitätskrise verpasse!"

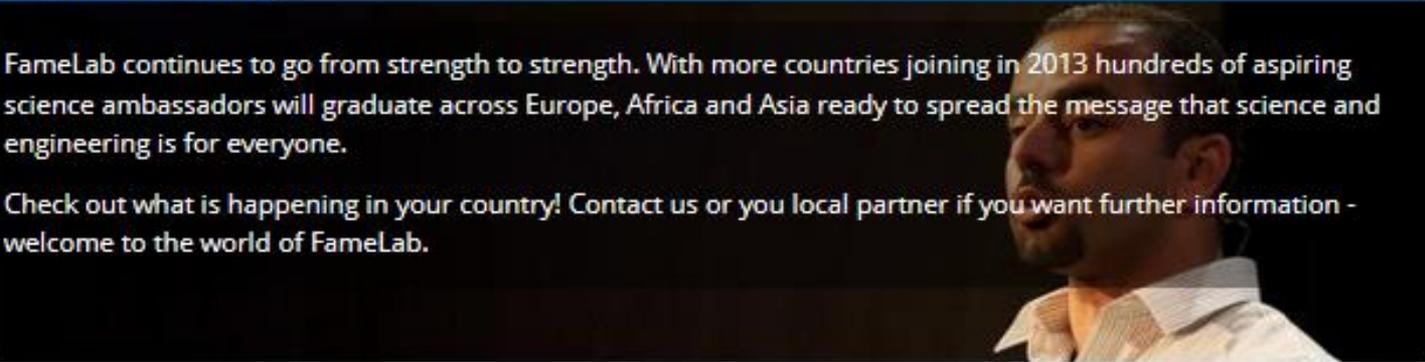
Nuria Cerdá Esteban, Gewinnerin des rbb Science Slam 2013, katapultiert uns in die Welt der Zellen, die von Partymäusen, Hipsterzellen und Coolness-Genen nur so wimmelt. Und erklärt, warum diese für ihre Arbeit wichtig sind. Die Diplom-Biochemikerin forscht derzeit am Max-Delbrück-Centrum für Molekulare Medizin in Berlin-Buch. Reingucken ab Minute 4:00.



"Während ich hier auf der Bühne stehe, hat jeder Atommeiler 7000 Euro puren Profit gemacht!"

Sie sind immer noch nicht mit Science Slam zufrieden? Dann schauen Sie sich hier an...

What is FameLab



FameLab continues to go from strength to strength. With more countries joining in 2013 hundreds of aspiring science ambassadors will graduate across Europe, Africa and Asia ready to spread the message that science and engineering is for everyone.

Check out what is happening in your country! Contact us or you local partner if you want further information - welcome to the world of FameLab.

Follow us



[LOOKING FOR THE UK SITE? !\[\]\(e8fb589d58dad1692debababa5e928b6_img.jpg\)](#)

[FAMELAB:LIVE](#)



Violeta Araminaite FameLab 2013 Intl Final



FameLab 2013 Finalists montage

2. Recontextualisation

Recontextualisation is a process that extracts text, signs or meaning from its original context (decontextualisation) in order to introduce it into another context. Since the meaning of texts and signs depend on their context, recontextualisation implies a change of meaning, and often of the communicative purpose too.

The [Linguist](#) Per Linell defines recontextualisation as:

the dynamic transfer-and-transformation of something from one discourse/text-in-context ... to another. [\[1\]](#)

Linell distinguishes between recontextualisation at three different levels:

intratextual: recontextualisation within the same text, discourse or conversation ...

intertextual: recontextualisation relations to specific texts, discourses or conversations ...

interdiscursive: recontextualisation between types of discourse, such as genres.

<http://en.wikipedia.org/wiki/Recontextualisation> (03/11/13)

Science slam context

Recontextualisation of scientific projects Adaptation to a general academic public as edutainment

Popularising science in new (youthful?) contexts, like

- pop culture
- competition
- in media: facebook, social media, internet
- for an (academic) lay audience

Knowledge dissemination

- peer-to-peer (2P2) in graduate contexts
- professionals in general public (media)?

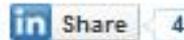
Science: What if you didn't need a beating heart to be alive?

[Comments](#)

0

by [Fergus McAuliffe](#), [Gradi Gradev](#)

June 10, 2013



Science communication champion Fergus McAuliffe explains how the wood frog can stop its heart without dying. Photo: Gradi Gradev

The wood frog in Canada has the ability to freeze and stop its heartbeat. Fergus McAuliffe (Ireland), who won the international FameLab competition for young science communicators last Saturday, explains to the British Council's Gradi Gradev whether humans could copy that model.

About This Blog

The British Council is the UK's international cultural organisation. Read about the work we're doing building relationships between the UK and other countries through our work in Arts, English, Education and Society.

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British Council ✓ @BritishCouncil 1 Nov

Speakers of English as a second or other language now far outnumber first-language speakers. Our latest report here: bit.ly/18Si31G

Expand

British Council ✓ @BritishCouncil 1 Nov

Fashion fans, [#Digitalfashionweek](#) (1 - 4 Nov) showcases the best of Singapore's fashion industry: bit.ly/1dy1U15

Expand

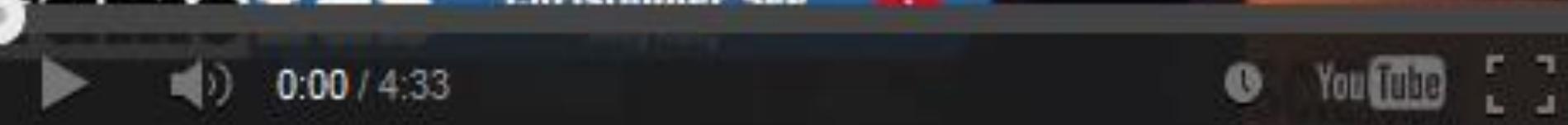
Tweet to @BritishCouncil

Tags

Afghanistan, arts, British Council, Cultural relations, education, English, Higher education, Middle East and North Africa, South Asia, UK,

Watch Christopher See (Hong Kong), who won the online vote alongside Fergus for his presentation on kissing and cancer:

Christopher See FameLab 2013 Intl Final



Online examples

<http://blog.britishcouncil.org/2013/06/10/famelab-winner-interview-freeze-heart/>

<http://www.famelab.org/>

Teaching applications in English

Students have to be able

- to do academic presentations for assessment
- to explain their (MA/PhD) project to their grandmothers
- to discuss their (MA/PhD) project with their peers
- to extract inspiration from specialised and popular academic discourse
- to “popularize” the subject English language

Can we integrate this into the existing MA/PhD curriculum?

Evaluation criteria: show vs. learning?

Academic criteria

- presentation form (design, colours, fonts, etc.)
- scientific argumentation structure (IMRAD moves?)
- focus on methodology, not results
- inspiration for discussion

Entertainment criteria

- audience design/interaction
- popularising language (metaphors, images, etc.)
- “persuasive force”

Edutainment – who wins? hard work – soft style?

facebook

E-Mail oder Telefon

Passwort

Anmelden

Angemeldet bleiben

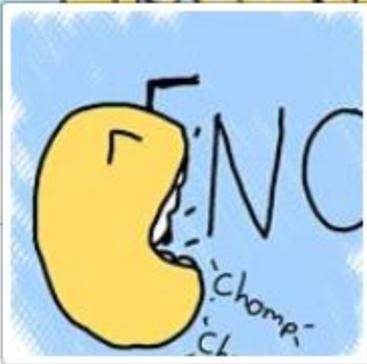
[Passwort vergessen?](#)

Nom Nom Linguistics ist bei Facebook.

Um dich mit Nom Nom Linguistics zu verbinden, registriere dich noch heute für Facebook.

Registrieren

Anmelden



Nom Nom Linguistics

2.151 „Gefällt mir“-Angaben · 195 sprechen darüber



Gemeinschaft

Just a page for people who love language and linguistics :)



Info

Fotos

„Gefällt mir“-Angaben

facebook

E-Mail oder Telefon

Passwort

Anmelden

Angemeldet bleiben

[Passwort vergessen?](#)

o cheezburger?

lolPhonology ist bei Facebook.

400

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o lolPhonology

Registrieren

Anmelden

o flavor

o win

o pwned

600 F1



lolPhonology

6.615 „Gefällt mir“-Angaben · 934 sprechen darüber



Gemeinschaft

Linguistics memes, phonology, phonetics, lolcats, captions



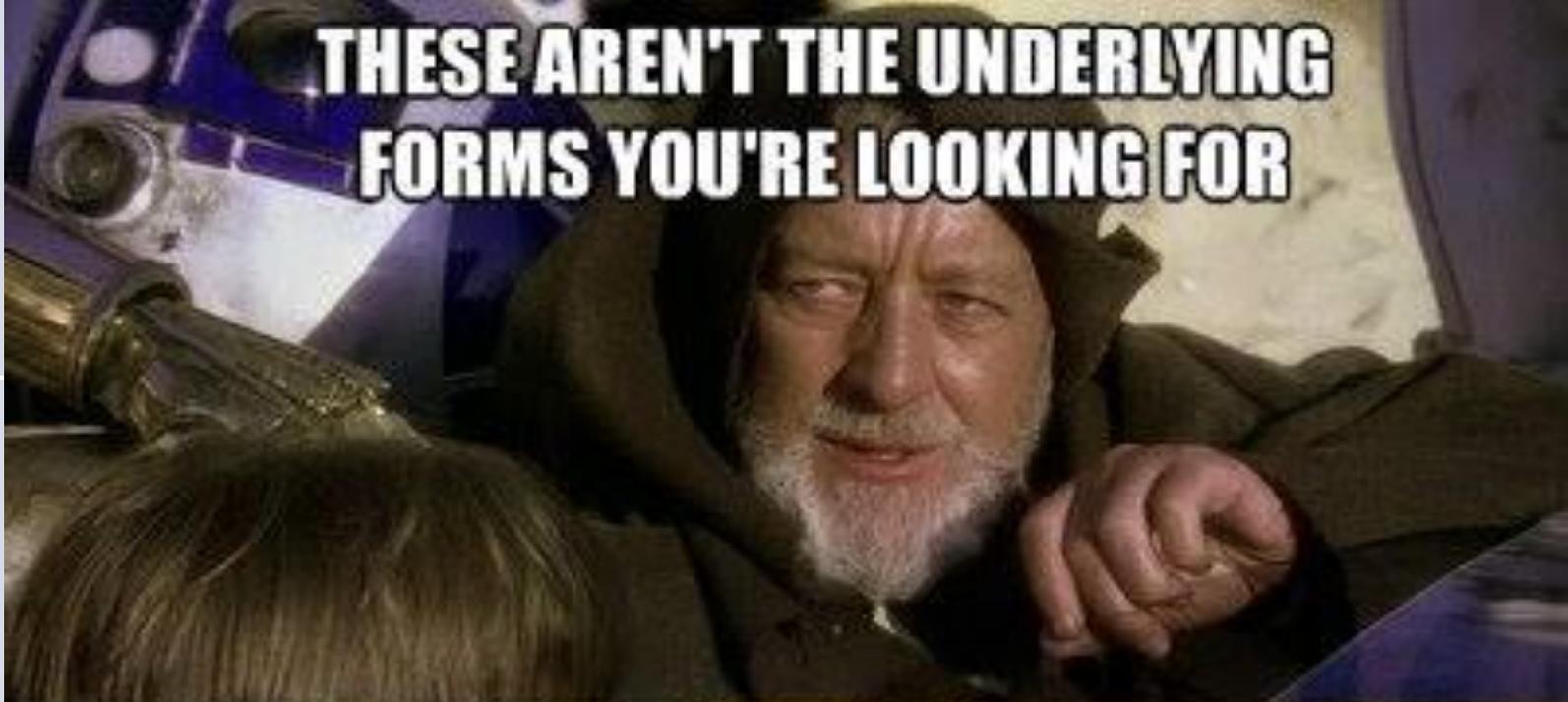
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Info

Fotos

„Gefällt mir“-Angaben

Clavier13
07/11/13



**THESE AREN'T THE UNDERLYING
FORMS YOU'RE LOOKING FOR**



**THESE AREN'T THE UNDERLYING
FORMS WE'RE LOOKING FOR**

5. Conclusion

practical:

Science slam

- is an attractive name and edutainment form
- may reach new audiences in knowledge dissemination
- is not going to be easier for the students

theoretical:

Science slam

- may be a new genre (bundle?) in popular science communication
- expands the genres of scientific discourse
(like conference posters before)
- should be observed in its development in different contexts
(professional vs. student slams)

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