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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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.

Discourses in science communication

- research discourse
- popular discourse
- instructional discourse
- student discourse
The Genre Approach

**Research "Output"**
- Research article
- Book reviews
- Project proposals
- Conference presentations

**Science "Journalism"**
- Popular science articles
- Popular blogs (David Crystal)
- Popular science films (Horizon)
- Popular science books
- Science slam

**Teacher "Talk"/E-Learning**
- PPT presentations
- Lectures
- Student presentations
- Textbooks
- Wikis
- www pages (HTML, php)

**Student "Literacy"**
- Fieldwork notes / essays
- MA/BA thesis
- Seminar presentations

"Novice Academic English"

**Discipline-Specific**
- Culture-specific

**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.


No Wikipedia entry for FamLab!
Science slam

From Wikipedia, the free encyclopedia

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Origin \footnote{edit}

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Variants \footnote{edit}

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

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


Wissenschaft bühnenreif - Der rbb Science Slam

"Während ich hier auf der Bühne stehe, hat jeder Atommeiler 7000 Euro puren Profit gemacht!"
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 your local partner if you want further information - welcome to the world of FameLab.
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.

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

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 Gradov whether humans could copy that model.
Watch Christopher See (Hong Kong), who won the online vote alongside Fergus for his presentation on kissing and cancer:
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?
Nom Nom Linguistics

ist bei Facebook.

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

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

Info

Fotos

„Gefällt mir“-Angaben

2.151 „Gefällt mir“-Angaben · 195 sprechen darüber

Nom Nom Linguistics

E-Mail oder Telefon

Passwort

Passwort vergessen?

Anmelden
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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