

Interdisciplinary Communication

Crossing the “Valley of Jargon” - Communication strategies for reaching audiences that do not speak your technical language

Date & Time: June 23, 2021, 9.00 am - 1.00 pm
June 25, 2021, 9.00 am - 1.00 pm

Location : Online session

Lecturer : Dr. Stefan Götze

As a scientist, you often need to communicate with audiences that do not share your expertise, e.g. students, colleagues from different fields, grant bodies, the general public. When writing for or speaking to non-experts, however, your message needs to travel across linguistic differences: people outside your field tend to be either ignorant about some of your technical terminology or associate different meanings with it. In any case, a profound exchange of ideas will be impeded as a consequence.

To enable scientists sharing and generating knowledge with diverse audiences, this workshop will introduce strategies for comprehensibly describing scientific expertise. Learn, for example, how your topics can be portrayed so that they capture the attention also of non-experts and how you can effortlessly convey the meaning of discipline-specific concepts. As a result, you will be better understood by people with different backgrounds, i.e. in most of your professional communication.

Major topics of the workshop are:

- Why is it so hard to communicate comprehensibly? The multiple reasons why jargon often prevails in science.
- How can I gain attention? Story-telling principles that keep audiences engaged – even in the face of jargon.
- How should I express it? Tactics for describing scientific concepts mostly jargon-free: hypernyms, analogies, diagrams.

About the lecturer

Stefan Goetze holds a Ph.D. from Oxford University and trainer certificate from the German Chamber of Industry and Commerce (IHK). At KIT, he consults doctoral training programs and coordinates KHYS' qualification program for early-career scientists. As the founder of EUREKA! Expertise for Discoveries he uses his extensive knowledge of scientific creativity and collaborative research to help scientists gaining new insights about the world.

Registration

Please register via [online form](#).

