

EVENT 7: Science communication in transdisciplinary research

Date: 4 December 2024

Lecture time: 09h00 – 10h00 (lecture followed by tea)

Workshop time: 10h30 – 13h00 (followed by lunch)

Venue: STIAS

Presenter: Prof. Marina Joubert

Presenter bio

Prof. Joubert has over 25 years of experience in science communication, capacity building, teaching, and research. Marina is recognized nationally and internationally as a pioneer in the field and has published widely on the topic. For example, as a science communication strategist, Marina held a managerial position at the National Research Foundation for 15 years. Subsequently, she worked as a freelance strategist, managing communication and media for the South African Square Kilometre Array Project during South Africa's successful bid to host the telescope. Since she joined Stellenbosch University in 2015, she has taught and supervised many postgraduate students and has (co-)authored numerous publications. Additionally, in 2015, Marina launched Africa's first online course in science communication, which has successfully trained nearly 300 students from Africa and beyond. Her research interests include the evolving roles of scientists as public communicators, science communication through new online channels, the communication of contested topics and controversies, and building an evidence base for effective science communication training and practice.

Lecture description [REGISTER NOW!](#)

Join us for an engaging lecture by a distinguished expert with over 25 years of experience in science communication, capacity building, teaching, and research. In this talk, we will explore how clear and compelling communication can inspire interest in science, support education, and ensure that scientific advancements benefit society as a whole. Additionally, Marina will share key strategies to adopt when communicating science connecting with the public to and effectively tackle complex societal challenges.

Workshop description

This workshop will aim to support the Public Squares teams in developing a framework for communicating and disseminating their research projects. Examples of innovative science communication strategies will be shared and discussed. Participants will work with other members of their groups to brainstorm and map out or expand their science communication plans.