

INFORMATION REGARDING THE CALL FOR PROPOSALS FORUM WISSENSCHAFTSKOMMUNIKATION 2021

Forum Wissenschaftskommunikation 2021 will take place in **Hannover**, Germany, **4 – 6 October 2021**.

The **Call for Proposals** is open from **16 February until 26 March 2021**.

Proposals for the conference programme can be submitted via the online form on www.forum-wissenschaftskommunikation.de.

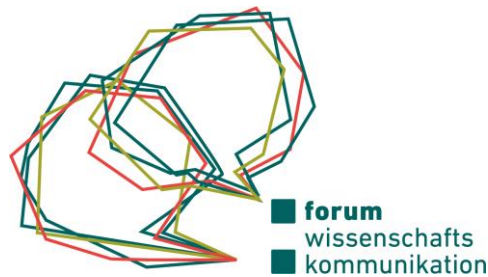
PROGRAMME STRUCTURE

The conference programme will primarily be compiled from the contributions submitted via the thematically open Call for Proposals.

The programme committee has also set a thematic focus for 2021 titled **“Science Communication and Language”**.

Selected speakers will be invited for contributions focused on various aspects of this theme, and we also invite proposals relating to the theme.

Format	Keynotes/discussion rounds for opening sessions Panel discussions	Panel discussions	Interactive workshops & Project presentations
Theme	“Science Communication and Language”	Thematically open <i>Proposals on the thematic focus are welcome</i>	Thematically open <i>Proposals on the thematic focus are welcome</i>
Selection process	Speakers will be invited by the programme committee	Submission through Call for Proposals	Submission through Call for Proposals



THEMATIC FOCUS

“SCIENCE COMMUNICATION AND LANGUAGE”

Science communication takes place in many different forms, forums and formats. As the basic means of communication language always plays a central role, and every context or audience demands a respectively appropriate language style.

- **Language practice in the day-to-day work of communicators: Dos and don'ts of comprehensible science communication**

Which language style is appropriate at what time? What needs to be considered for target group conscious language? What makes a well worded text for press releases, publications or websites? What language is suitable for exhibitions? What should be taken into account regarding language on social media? Which linguistic-ethical standards, guidelines and checklists – and which liberties – exist in science communication?

What about language in science journalism and the media?

Are there examples of failed communication due to problematic use of language, and which lessons can be learned from them?

- **Between hate speech and community building: Language in the digital world**

How do science communicators deal with the trend towards an increased brutalization of language in the public discourse? How can hate speech, fake news and shitstorms be met on the one hand? And what new possibilities do the various online-channels and their innovative formats hold on the other? How can they contribute to participation, interactivity and the building and strengthening of communities? Which kind of language works on the different channels? Could influencers be(come) the new speaking tubes of science communication?

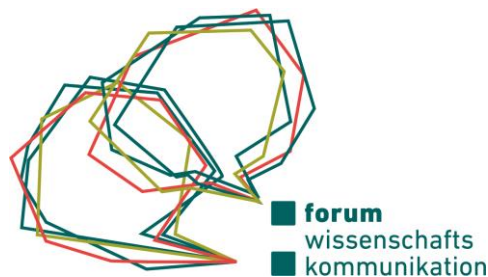
- **Bridging (language)barriers: Fair science communication for a heterogenous and inclusive society**

How does science communication deal with allegedly incomprehensible scientific language? Does barrier-free and easy language help reaching audiences that otherwise would not feel or be addressed? How does inclusive language work, and does it get enough attention?

Which developments can be seen in the field of anti-discriminatory language (e.g. gender-neutral and anti-racist language)? How can codetermination be realised in formats such as citizen science?

- **Language and its effects**

Wording and framing have an influence on how communicated phenomena are perceived. How aware are communicators about this, and what research findings are there regarding this? On an emotional-psychological level, which language influences in what way? How can this be evaluated and what does current research suggest?



- **Intersections of science communication, creative forms of language and artistic approaches**

How can the use of various less traditional forms of language be successful in science communication? Which intersections do exist? What are examples of scientific topics conveyed through fiction, poetry or children's books? Which language is used in science slams, science rap or science videos? What about science podcasts? Can science be communicated through theatre, variety or cabaret? Does humour help?

What does the narrative and storytelling-boom mean for science communication?

How about the visual language of science communication? What can photos, infographics, illustrations, graphic recordings and comics achieve?

OPEN TOPICS

You are welcome to assign your proposal to the following subject areas of science communication:

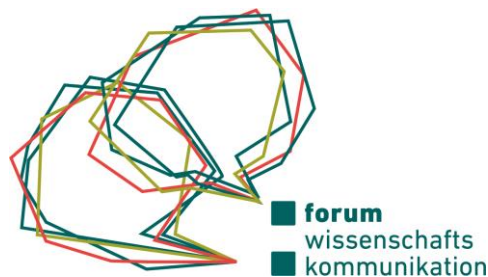
- **Thematic focus "Science Communication and Language"**
- **Practice** (e.g. practical tips, formats, target groups, best cases/worst cases...)
- **Intersections** (e.g. art, politics, economy, international...)
- **Reflections** (e.g. values and guidelines, quality, evaluation, impact measurement, science of science communication)
- **Other issues**

Proposals regarding the following topics are welcome:

- Specific **challenges** and **current trends** in science communication
- **Strategic** issues, projects and cooperation
- New and **innovative formats** and locations in science communication
- Formats and activities reaching interesting, previously unknown **target groups**
- **Best or worst practice**: experience with particularly successful or failed projects
- New insights, e.g. **evaluation** or **research projects** in science communication
- Future perspectives and project ideas

Proposals providing an **international perspective** on these areas are welcome and can be submitted and presented **in English**.

We particularly welcome proposals from **scientists**.



FORMATS

Please submit your proposal for a **panel discussion**, **project presentation**, **project presentation “special”** or **interactive workshop** through the **Call for Proposals** in English or German.

Wissenschaft im Dialog considers **equal gender distribution important** in both the panels and the moderating teams for interactive workshops. Mixed-gender proposals are particularly appreciated.

Please also consider the following information regarding formats:

PANEL DISCUSSION

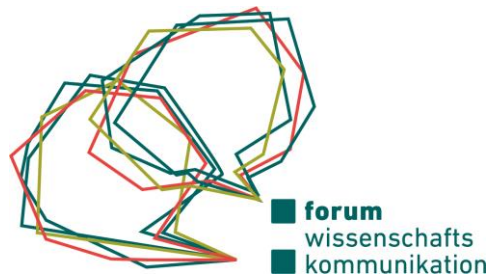
- A **75-minute** panel discussion with **up to three speakers** and **one moderator**
- Includes **at least 45 minutes** of discussion with **active involvement of the audience**, e.g. through the use of **voting tools**, **interactive surveys** or the live use of **Twitter**
- The discussion showcases **different perspectives** including a **scientific perspective** – ideally by **involving a researcher or an artist**
- Speakers from **different** backgrounds and institutions, potentially with **different views** on the topic, every member of the panel has a maximum of 10 minutes to give their impulse talk
- The moderator should not be one of the panel members
- The moderator should prepare intensively with the speakers before the panel discussion to **clearly define key topics and questions** for the discussion

PROJECT PRESENTATION

- Short presentation of **maximum 7 minutes** of a successful or failed project with **one speaker**
- Further information is presented on a **poster** as part of a poster-exhibition
- Opportunity for questions and further discussion with interested attendees at the poster exhibition
- Provides an overview of new formats and projects in science communication and the opportunity to exchange ideas

PROJECT PRESENTATION “SPECIAL”

- Short presentation of **maximum 12 minutes** of specific **study results** or **evaluations** of science communication presented by **one speaker**
- Further information about the study or evaluation can be provided on a **poster** as part of a poster exhibition



- Opportunity for further questions and discussions as part of the poster exhibition
- Provides a glimpse of **current research** in science communication

INTERACTIVE WORKSHOP

- **90-minute interactive workshop** moderated by a **maximum of four** moderators or speakers
- Diverse formats such as **workshop, world café, debate, fishbowl**
- Participants should work in-depth on an **issue** and generate **potential solutions** with a focus on practical relevance and working in groups
- Please indicate the **methods and aims** of the workshop
- Suitable for **at least 40 participants**
- If there is sufficient interest you may be asked to run the workshop twice during the conference

DIGITAL OPTION

Should Forum Wissenschaftskommunikation 2021 have to be carried out digitally due to the coronavirus pandemic, we are happy to cooperate on adjusting proposed contributions to a digital format.

SUBMITTING YOUR PROPOSAL

To submit a contribution, please complete the online form **by 26 March 2021** at www.forum-wissenschaftskommunikation.de.

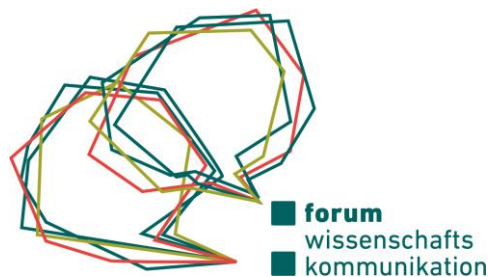
Please note: After submitting your proposal, you will receive an automatic e-mail to confirm the successful transmission of data to *Wissenschaft im Dialog*. **If you do not receive a confirmation e-mail**, your proposal has not been submitted successfully. In that case **please contact us via:** forum@w-i-d.de.

CONDITIONS OF PARTICIPATION

Submission of proposals

Proposals for Forum Wissenschaftskommunikation 2021 must be submitted via the online form.

After the proposal has been submitted, an automatic e-mail is sent to the e-mail address entered into the form. This confirms the successful transfer of data to *Wissenschaft im Dialog* and contains a summary of this information.



You must receive this e-mail to be sure your proposal has been submitted. Should the e-mail fail to arrive, please contact us via forum@w-i-d.de.

Selection of proposals for the conference programme

The programme committee assesses all submitted proposals and compiles the selected contributions in the conference programme.

If your proposal is selected for the programme of Forum Wissenschaftskommunikation 2021, *Wissenschaft im Dialog* will notify you of the date and time of your session.

Dates

Deadline for submissions: 26 March 2021

Notification of selections: May 2021

Date of conference: 4 – 6 October 2021

Place of conference: Hannover

Conference fees and registration

Speakers and moderators are eligible for reduced conference fees (covering participation and catering) for the duration of the conference (100€/120€/1 day or 175€/3 days).

We will send you a link that enables reduced registration. Registration must be completed using this link and the online form before the close of registrations. It is not possible to register for the conference after the close of registrations or at the event.

Travel and accommodation costs

Speakers pay for their own travel and accommodation – these costs will not be reimbursed by the organisers, *Wissenschaft im Dialog*.

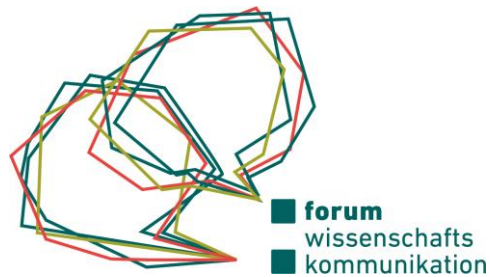
Technical equipment and materials

We can provide equipment for your contribution including a laptop, projector, flip chart or pin board. Please bring any further material you need for your contribution such as cards, pens, paper etc.

Privacy and personal data processing

a. Scope of personal data processing

When proposals are submitted to the Call for Proposals for Forum Wissenschaftskommunikation, personal data are recorded and processed by *Wissenschaft im Dialog gGmbH*. The data are solely processed for the purpose of organising and running the event in accordance with legal requirements and deleted when this purpose is fulfilled. The personal data that are processed and



saved, are the same data entered into the online forms for the call for proposals and for conference registration. During the selection of proposals for the programme, names and institutions, as well as the title and description of the session and the submitted links, are shared with the programme committee. The legal basis for the processing of personal data is obtaining permission from the user; as stated in Article 6, Paragraphs 1a and b, GDPR.

b. Purpose of personal data processing

The processing of personal data using the online form is for the sole purpose of managing the submitted proposal and the conference programme. In the case that contact occurs by email rather than via the form, the communication implies permission to process the data. Further information may be collected during the submission of proposals or registration for the purpose of ensuring the safety of IT-systems and preventing misuse of the form.

c. Duration of data storage

The data will be deleted as soon as they have fulfilled the purpose for which they were collected. In this case that includes the procedures required to execute the conference and prepare the conference documentation. If the user wishes to continue to receive regular information about future conferences, their permission is required.

d. Options for refusal and deletion

Any user can revoke their permission for their personal data to be processed at any time. If permission is revoked, it is not possible to participate in the call for proposals.

INFORMATIONS

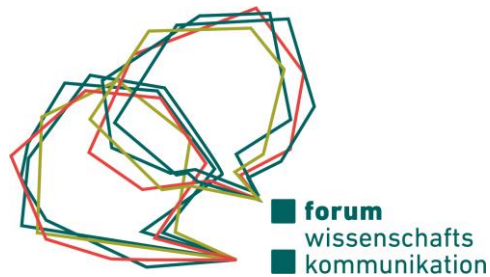
www.forum-wissenschaftskommunikation.de

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About Forum Wissenschaftskommunikation

Through the conference Forum Wissenschaftskommunikation, *Wissenschaft im Dialog* (WiD), an initiative of German science research organisations, offers an opportunity for science communicators to exchange ideas and expertise. Since 2008 the forum has offered professionals in the field an overview of recent trends and strategies in science communication.

Representatives of universities, research institutions, cities and municipalities, science centres, student labs, science festivals and companies that conduct research are invited. The Forum Wissenschaftskommunikation is targeted at scientists, members of marketing and communications departments, science journalists, teachers, pre-school teachers, and all others with an interest in science communication.