



Writing about your research for The Conversation training

Are you an academic, researcher or PhD candidate who would like to build a media profile and take your research to a global public audience by writing for The Conversation?

The Conversation is a news analysis and opinion website with content written by academics working with professional journalists. It is an open access, independent media charity funded by more than 90 UK and European universities.

In this **one hour presentation** we'll take you through what The Conversation is - our origins and aims; what we do and why.

We'll look at why you should communicate your research to the public and take you through The Conversation's unique, collaborative editorial process.

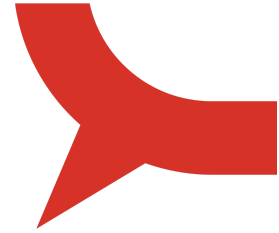
We'll give you tips on style, tone and structure (with examples), look at how to pitch (with examples) and look at different approaches and article types.

***Note the session takes place on Zoom and we expect you to turn your camera on.**

Benefits of attending

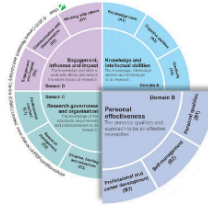
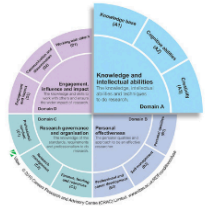
- Find out how to join a community of academic authors taking their expertise outside the institution
- Understand what makes a good story and the types of articles your expertise could generate
- Meet one of The Conversation's editors, learn how we commission articles and ask questions

To get the most out of your time with the editor, come prepared:



- Read some articles on The Conversation to get a sense of what we publish
- Think about which aspects of your research might be of interest to a general audience

How this session maps to Vitae's RDF



Domain A: Knowledge and intellectual abilities				
A1 Knowledge base			P	S
A 1.7	Academic literacy and numeracy		x	
A 2 cognitive abilities				
A 2.2	Synthesising		x	
A 3 Creativity				
A 3.2	Intellectual insight			x
Domain B: Personal effectiveness				
B3 Professional and career development				
B 3.3	Responsiveness to opportunity			x
Domain D: Engagement, influence and impact				
D 1 Working with others				
D 1.6	Influence and leadership			x
D2 Communication and dissemination				
D 2.1	Communication methods		x	
D 2.2	Communication media			x
D 2.3	Publication		x	
D 3 Engagement and impact				
D 3.2	Public engagement		x	
D 3.5	Society and culture			x

P= Primary Outcome S= Secondary Outcome