



# PHYSIKALISCHES KOLLOQUIUM

AM 21. OKTOBER 2024 UM 17 UHR C.T.  
IM GROßEN HÖRSAAL



## **“LET’S TALK ABOUT SCIENCE, BABY!”** **A GLIMPSE INTO SCIENCE JOURNALISM** ANNA WEBER *NEUE ZÜRICHER ZEITUNG*

How effective is the Covid vaccine? How promising are new technologies to help mitigate climate change? And how does NASA plan to establish a base on the moon? Scientific findings are often highly relevant or interesting to the public. At the same time, there is a huge disconnect between the perspective of the scientist deeply immersed in their field, and the average citizen. Science journalism tries to bridge that gap.

The presentation aims to offer some insights into the inner workings of science journalism, discuss its value for society and its future. Finally, there will be some practical advice on how to talk about scientific projects more effectively – be it to a supervisor, other scientists, or your parents.

AKTUELLE INFORMATIONEN FINDEN SIE HIER: [WWW.PHYSIK.UNI-FREIBURG.DE](http://WWW.PHYSIK.UNI-FREIBURG.DE)