

Abstract: Talking to the Media:

Interviews with researchers remain one of the primary means by which media collect information and opinion about science. Email and other online means of communication are supplementary, mainly secondary, resources. Journalists approach interviews with multiple purposes and researchers presenting themselves for interview need to be aware of those purposes. More than that, they need to have considered their own strategies before engaging in the sometimes difficult relationship with a journalist interviewer. Good preparation is the key to securing satisfactory outcomes from these engagements and that preparation involves recognising the separate and distinct roles of the interviewer and interviewee. Researchers need to understand media logics and responsibilities just as media need to understand how science works. There is no guarantee of success but there are many ways to optimise the opportunities that media interviews present for researchers.

Biography:

Brian Trench is a senior lecturer (retired) in Dublin City University, Ireland, where he established a Masters in Science Communication in 1996. He has taught theoretical and practical modules on that programme and given lectures, conference presentations or training talks in twelve countries worldwide. He is a member of the Local Organising Committee for Euroscience Open Forum (ESOF) taking place in Dublin in 2012 and of the Scientific Committee of the Public Communication of Science and Technology (PCST) conference in Florence, Italy, in April 2012. He has been published widely on various topics in science communication and is co-editor with M. Bucchi of Handbook of Public Communication of Science and technology (Routledge 2008). Before joining the university in 1992, he was a journalist, specialising in coverage of science and technology during the later period of his twenty years in journalism.