COMMUNICATING INTERNATIONALLY IN RESEARCH AND ACADEMIA

2021-22 Course Catalogue

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INTRODUCTION

English has long been the language of international research and academia, and processes of internationalisation have led to an ever-greater need to communicate and collaborate across international borders.

The ability to communicate effectively in English has a clear and direct impact on the progress of science and development of knowledge, but it also helps institutions and individuals to increase their visibility as pioneers of world-class research.

Our training courses on language and communication in research and academia help academic staff to develop the skills they need to communicate meaningfully and effectively throughout their work.

DESIGNING YOUR TRAINING

This catalogue contains descriptions of workshops to support professionals in research and academia. Workshops are built around 5 thematic clusters. Each workshop is designed for 2.5 hours of training (sometimes with additional assignments for participants).

Designing your training syllabus
Training organisers can choose from amongst these different workshops to create a training syllabus and schedule that works best for the organisation and the training participants. For example, you might select 8 different workshops from one or multiple clusters and run these intensively over 2-3 days, or offer these workshops individually over a 4-8 week timeframe.

Micro-learning
Most workshops are designed as micro-learning modules. These can be taken individually and in any combination. The final workshop in each cluster is designed as a consolidation module, where participants can apply what they have learnt in this workshop cluster. We recommend that participants complete at least 3 workshops in each cluster before taking a consolidation module.

Workshop format
Most workshops are available both virutally and in-person and, if necessary, in 1:1 format.

Micro-learning

Consolidation

Virtual training

In-person training

Available as 1:1

OUR WORKSHOP CLUSTERS

Scientific writing - p3
Helping researchers develop scientific writing skills for producing scientific articles and conference papers.

Writing international grants and funding proposals - p6
Helping research and scientific staff craft more successful applications for European and international funding.

Science communication and journalistic writing - p9
Helping researchers to communicate their research outside of the scientific community - from school books to popular science magazines.

Conference presenting - p12
Helping researchers at all levels to prepare and confidently deliver presentations at international scientific conferences.

Academic career development - p15
Helping early-career researchers craft effective academic CVs, write persuasive cover letters and pitch themselves to potential employers.

FURTHER OPPORTUNITIES

Individual consultations - p18
In combination with any of our courses, participants can produce specific pieces of work and gain detailed written and oral feedback during 1:1 consultations.

Specialised training and assessment- p19
Besides our standard programmes, we work closely with clients to create new training solutions based on specific business needs. We also conduct specialised language assessments to evaluate current skills and monitor training requirements.

NEXT STEPS

Kindly take a look at the workshops currently on offer and contact us directly to discuss how we can work together to create a programme to meet your training needs and to support your research and scientific staff.

We look forward to hearing from you at **office@paultalbot.at** or by phone on **+43 (0) 660 36 16 745**

SCIENTIFIC WRITING

English is the language of communication in science. Being able to write scientifically in English gives you the best chance to share your research findings and establish your scientific credentials on an international platform. These scientific writing workshops deal with some of the most important aspects of scientific writing: style, structure and strategy. The course is a combination of group workshops and independent text production and can be supplemented with 1:1 consultations on individual work.

These workshops help international scientists to:

- Use **appropriate formal style** for a scientific audience.
- Clearly **structure key elements** of a scientific paper - from abstract to conclusion.
- Use techniques to **summarise and paraphrase** other people's ideas.
- Describe **data and statistics** to maximise audience comprehension.
- Use **discourse functions** to discuss cause, effect, comparison, problem and solution.
- Apply strategies to write **clearly, concisely and with impact**.

Academic Style

Scientific writing has its own special style and there are many things to be aware of when drafting scientific texts. This workshop outlines the basics of academic style and provides you with the opportunity to practice a range of stylistic strategies and develop your own scientific style.

- **Review of your writing strengths and weaknesses**
- **Effective and appropriate academic style**
- **Constructing (short) formal academic texts**

Structuring Scientific Writing

Good scientific writing is characterised by good structure. The essential components of a scientific text – from abstract to conclusion – each have their own rhetorical structure. This workshop deals with the essence of good structure, from paragraph to paper.

- **How to construct a meaningful paragraph**
- **The overall structure of scientific writing**
- **Scaffolding individual sections of your text**

Other People's Words

Scientific writing is the process of interpreting, evaluating and contributing to an existing body of knowledge. Scientific papers build on the words and the ideas of other writers. This workshop looks at how to present other people's work within the flow and structure of your own writing.

- **Strategies for quoting, paraphrasing, summarising**
- **Language for reporting other people's words and ideas**
- **Expressing your own stance on the work of others**

Caution and Generalisation

In conducting research, we draw generalisations about the world around us. However, in scientific writing, we should also exercise caution and distance - a process called hedging. This workshop equips you with the tools and the language to generalise and to hedge effectively in English.

- **How and when to make generalised statements**
- **Building on and supporting generalisations**
- **Writing using caution and tentative language**

Describing Data

Scientific enquiry is the collection, analysis and interpretation of data. Scientific writing is the presentation of this data to a scientific audience through text, charts, graphs and tables. This workshop helps you to write clearly about data, helping your readers to make more sense of the numbers.

- **Describing graphs, charts and tables**
- **Discussing data analysis, trends and predictions**
- **Writing figure captions**

Functions and Modes of Discourse

Scientific texts use different modes of discourse to discuss relationships of cause and effect, contrast and comparison, or problem and solution. This workshop reviews some of the most important functions of scientific writing and helps you to present your thoughts and ideas effectively in English.

- **Structuring different modes of discourse**
- **Functional language in scientific writing contexts**
- **Creating coherent arguments from bullet points**

Simplicity and Sophistication

Scientific texts should be sophisticated and authoritative but also readable and interesting. While complex sentences can help convey complex ideas, writing with variety, clarity and concision can leave a real impact. This workshop helps you edit your texts for sophistication, simplicity and style.

- **Creating complex sentences that make sense**
- **Sentence variation and the rhythm of your text**
- **Achieving concision and clarity**

Combining Texts

An important skill in scientific writing is the ability to combine sources, synthesise information and construct new and original lines of argumentation. This workshop outlines strategies for combining sources into a coherent argument and helps you to apply a range of scientific writing skills to present a well-structured discussion in your own voice.

- **Strategies for combining sources**
- **Language of argument and counterargument**
- **Structuring a well-rounded discussion**

WRITING INTERNATIONAL FUNDING PROPOSALS

This series of workshops, designed for researchers and programme developers seeking third-party funding, deals with three central aspects of grant proposal writing: **concepts**, **rhetoric** and **language**. The workshops offer a combination of collaborative writing and independent text production and can be supplemented with 1:1 consultations on individual grant applications.

The seminar will help researchers and project managers to:

- Use **effective rhetorical structures** appropriately in their grant applications.
- Conceptualise and formulate relevant and meaningful **problem statements**.
- Describe the project **goals and objectives** in a logical and cohesive manner.
- Describe and **promote themselves and their team** confidently and persuasively.
- Plan and describe the **long-term impacts** of projects and how to achieve them.
- Use **project management terminology**, especially in the context of applying for European Union grant funding.

Introduction to Grant Writing

The success rate for grant applications in notoriously low. We begin this grant writing workshop by analysing summaries of successful project proposals, getting a sense for the general feel and form of grant writing, before drafting our own mini project summaries.

- **What makes a good grant proposal?**
- **Structure, form and content of successful proposals**
- **Practical writing: project summaries**

Genre and Rhetoric of Grant Writing

The purpose of grant writing is to "sell" an idea in exchange for money. Grant writing is, therefore, very much promotional discourse. This module helps participants to understand the rhetorical functions of grant applications and how language is used to perform these functions.

- **Analysing the 10 rhetorical moves of grant writing**
- **The language and phraseology of grant proposals**
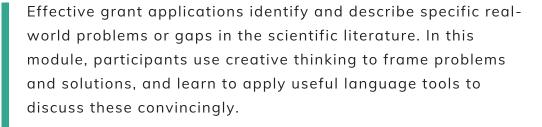- **Practical writing: editing project summaries**

Solving Problems and Creating Value

Effective grant applications identify and describe specific real-world problems or gaps in the scientific literature. In this module, participants use creative thinking to frame problems and solutions, and learn to apply useful language tools to discuss these convincingly.

- **Identifying problems from different angles**
- **Language of cause, effect and importance**
- **"Selling" a solution to different audiences**

Setting Goals and Objectives

Without a clear demonstration of goals and objectives, grant applications will almost certainly fail. Yet many grant writers are themselves unsure about their goals and how to describe them. This module helps participants to structure goals and objectives and to formulate these in clear English.

- **Structuring goals and objectives logically**
- **Preparing logical frameworks and describing goals**
- **Expressing intention with strong, active verbs**

Why you?: Promoting You and Your Team

Many people are uncomfortable talking about their strengths or highlighting their achievements. As a promotional genre, however, grant writing depends on your ability to sell yourself. In this module, participants use promotional and emphatic language to show why they should get this grant money - and not somebody else.

- **Identifying and highlighting skills and competences**
- **Drafting a competence and mission statement**
- **Promotional and emphatic language**

Creating an Impact

Grant funding should help create a long-term sustainable impact on science or society. Grant writers need to carefully consider project impacts and how they will be delivered. In this module, participants identify potential impacts and describe their plan for achieving these within the project.

- **Identifying potential impacts**
- **Stakeholder analysis and impact planning**
- **Describing future predictions and long-term expectations**

Project Management

Grant writers need to demonstrate a clear understanding of principles and terminology of project management. This final module helps participants to describe the project's work breakdown structure and risk management processes and to use a range of common technical expressions.

- **The importance of being a good project manager**
- **Work breakdown structures (WBS) and risk assessment**
- **Technical terminology of project management**

Project Presentations

Participants write and present a 3-4 page mini-proposal. This can be followed up with individual consultations for a more in-depth analysis and reflective discussion.

- **Practical, collaborative writing**
- **Peer and trainer feedback**
- **Strategies for improvement**

SCIENCE COMMUNICATION AND JOURNALISTIC WRITING

Outreach and knowledge transfer from science to society is key to enhancing the impact of your work and achieving the 'third mission' in academia. Communicating scientific ideas or findings for a non-scientific audience, however, requires a completely different set of skills than those in scientific writing. This series of workshops helps you to reframe the 'science' and engage with broader society through blogs, schoolbooks and popular science publications.

These workshops will help impact-conscious researchers to:

- Turn scientific processes into **engaging stories.**
- Apply the **style**, **structure** and **rhetoric** of journalistic texts.
- Highlight the **social or economic relevance** of their research.
- Frame scientific concepts to make them **easily understandable for non-experts**.
- Confidently **express opinions and attitudes** that help shape the broader debate.

The Story of Your Research

Storytelling is as old as humanity itself. Sharing – and more importantly understanding – information through stories is part of our DNA. This workshop helps you to write about your research using meaningful and newsworthy narratives that appeal to our cave-dwelling, storytelling brains.

- **Introducing science storytelling**
- **Finding a narrative to your research story**
- **Making your story newsworthy**

The Structure of Scientific Journalism

Science communication is journalism. It uses journalistic structures to inform, persuade and even entertain its readers. These structures – from breaking news to feature articles – help to tell a compelling story. This workshop helps you to build a structure that best suits your science story.

- **Analysing the rhetorical moves of science communication**
- **The typical structures of journalistic text**
- **Planning science communication blogs**

Journal vs Journalism: Stylistic Differences

Scientific journals and popular science articles report the same story but for different purposes. These different purposes (and different audiences) require different styles of writing. This workshop highlights some of these differences and helps you find your own journalistic style.

- **Comparing research articles with popular science**
- **Choosing the best style for your audience**
- **Crafting interesting article introductions**

Why Should I Read this Article?

Readers of popular science want to know why your text is relevant, why it is important, and why they should believe what you write. This workshop helps you develop techniques to express this information in persuasive, journalistic style.

- **Highlighting novelty, relevance and importance**
- **Demonstrating credibility (of you and your sources)**

Writing for Non-Experts

Writing for non-experts involves tailoring your information and your writing and enabling readers to follow complex ideas in their own terms. This workshop gives you the tools to frame your message in ways that non-experts will understand.

- **Different ways to explain complex ideas**
- **Focus on developing metaphors for your field**
- **Using intertextual framing**

Writing to Shape Public Opinion

Developments in science and in policy are influenced by public opinion. As an expert, you should contribute to wider debates and stimulate the public conversation. This workshop helps you to express attitude and opinion in your message, helping you to change hearts and minds.

- **Presenting positive and negative evaluations**
- **Expressing feelings and emotions**
- **Calling your readers to action**

Reader Engagement

There are many ways to build a bridge to your readers. You can use humour, cultural references, conversational tone and other strategies in your text, in your titles, or in your social media posts. This workshop introduces these strategies and helps you try them out by editing sample texts.

- **Strategies for engaging your audience**
- **Writing in conversational tone**
- **Creating catchy titles and captivating tweets**

Blog Presentations

Participants plan, draft and present their own science blogs with structured feedback and group discussion. This can be followed up with individual consultations for a more in-depth analysis and reflective discussion.

- **Practical, collaborative writing**
- **Peer and trainer feedback**
- **Strategies for improvement**

PRESENTING AT INTERNATIONAL CONFERENCES

While not every world-class scientist is a world-class public speaker, successful academics are frequently found on stage in conference halls and convention centres, showcasing their research or discussing their ideas to large international audiences. This series of workshops prepares you to speak confidently on stage about your research.

These workshops will help scientists - and aspiring public speakers - to:

- Feel comfortable **speaking in front of audiences** - without looking at notes.
- Learn typical patterns for **structuring a speech** or presentation.
- **Guide an audience** through a presentation from start to finish.
- Use a variety of **rhetorical techniques** to deliver their presentation with impact.
- **Use their voice** effectively and adapt it for different purposes and audiences.
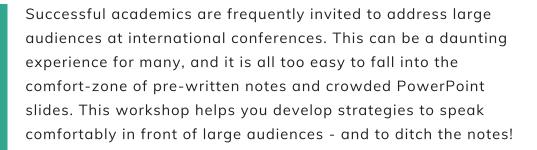- Prepare and participate in an **interactive panel discussion**.

Speaking in front of Audiences

Successful academics are frequently invited to address large audiences at international conferences. This can be a daunting experience for many, and it is all too easy to fall into the comfort-zone of pre-written notes and crowded PowerPoint slides. This workshop helps you develop strategies to speak comfortably in front of large audiences - and to ditch the notes!

- **How to speak without reading from a script**
- **Key phrases and expressions for moving between ideas**
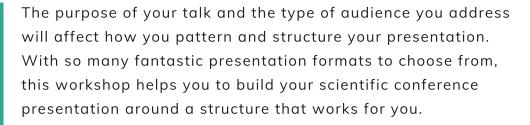- **Reducing PowerPoint slides to key words and pictures**

Presentation Patterns and Structures

The purpose of your talk and the type of audience you address will affect how you pattern and structure your presentation. With so many fantastic presentation formats to choose from, this workshop helps you to build your scientific conference presentation around a structure that works for you.

- **Common and creative presentation patterns**
- **Transitioning from idea to idea**
- **Building, structuring and practising your presentation**

Keeping the Audience on Board

Effective presentations start with engaging introductions, end with powerful conclusions and keep the audience on board throughout. This workshop explores ways of opening a presentation, hooking the audience, guiding them through each part of your talk, and concluding with a message to remember.

- **Introducing and opening presentations**
- **Guiding the audience through the content of your talk**
- **Leaving a lasting impression on your listeners**

Essential Presentation Techniques

Since the days of antiquity, powerful orators have used rhetorical language devices to underline their message and strengthen the impact of their speech. This workshop draws on some of these essential presentation techniques to add emphasis to your scientific presentation.

- **Language devices to emphasise your message**
- **Tools to soften or add focus to individual points**
- **Using (and not over-using) rhetorical questions**

Advanced Presentation Techniques

Internationally renowned presenters use a range of techniques to speak to the hearts and the minds of their audience, making the message of their presentation unforgettable. Building on Essential Presentation Techniques, this workshop provides you with advanced tools for preparing a truly world-class presentation.

- **Adding dramatic emphasis to your presentation**
- **Raising audience attention through anticipation**
- **Wrapping up powerful messages in simple soundbites**

Using your Voice

How you use your voice has a huge impact on the success of your presentation, helping you to emphasise points or capture different moods and emotions. This workshop explores the various uses of the voice and allows participants to practice speech delivery in a safe and constructive environment.

- **Techniques to practice clarity and articulation**
- **Vocal variety, intonation, pacing and pausing**
- **Capturing the right mood with your voice**

Preparing for Panel Discussions

Combining speeches and presentations with questions and discussion, panel discussions are a common conference format. This workshop highlights some of the best ways to engage in meaningful interactions, both with the audience and with fellow panellists.

- **Active listening and steering the discussion**
- **Reaching agreements and disagreements**
- **Dealing with (difficult) questions**

Simulated Panel Discussion

In this final part of Presenting at International Conferences, we set up a simulated panel discussion on a topic of your choice. This activity enables you to prepare and deliver a short presentation, and to engage in a moderated panel discussion together with colleagues.

- **Apply the tools and resources from the whole course**
- **Get trainer and peer-feedback on your performance**
- **Record your contributions to view later**

ACADEMIC CAREER DEVELOPMENT

Pursuing an international academic career involves applying for international positions and working in international settings. In a highly competitive field such as academia, early-stage researchers need to be able to distinguish themselves from their peers, not only in terms of their skills and experience, but in their ability to effectively promote and sell themselves to potential employers. This series of workshops helps researchers develop their skills for career focused communication - CVs, cover letters, interviews, networking and online profiles - giving them the best start as they embark on the next step of their academic life.

This series of workshops will help early-stage researchers to:

- Compile strong, attention-grabbing **academic CVs**.
- Draft **letters of motivation** for academic employers.
- Prepare for **interviews** with potential supervisors.
- Create a positive **online presence** - people ARE going to be Googling you!
- **Network with confidence** at academic conferences and symposia.

Your Academic CV

Your CV helps you to showcase your skills, experience and achievements concisely and effectively. This workshop helps you draw up your international academic CV with the best possible style, structure and language, so as to leave a positive impression on potential employers or funders.

- **Writing concise, high-impact personal statements**
- **Using strong verbs to highlight skills and experience**
- **Creating maximum content with minimum words**

Writing a Letter of Motivation

Having a strong cover letter clearly tells the recruiter why you want the job and what you can offer to the team. This workshop looks at appropriate style, structure and language of cover letters for academic positions and prepares you to write your own letter of motivation.

- **Planning the content of your cover letter**
- **Using the most appropriate structure and language**
- **Analysing and editing cover letters**

Interviewing for Faculty Positions

You've got through to the interview stage and now it's time to convince your potential future employer that you are what they are looking for. This workshop examines common questions in academic job interviews and reviews strategies and language for giving the best possible responses.

- **First impressions and pre-interview small talk**
- **Behavioural and competency-based interview questions**
- **Language and strategies for responding effectively**

Personal Skills in Academia

Beyond mastering the language and discourse of CVs, cover letters and the interview process, you also need to be able to describe, explain and reflect on strengths and weaknesses. This workshop helps you to find the best words and expressions to talk about you, your skills and your future plans.

- **Reflecting on strengths and weaknesses**
- **Vocabulary and expressions to talk about your skills**
- **Creating a personal development plan**

Pitching and Networking

Career prospects can arise through professional contacts and networks, and it is useful to take the opportunity to reach out to interesting colleagues and potential employers at conferences and events. This workshop helps you to pitch yourself to the right people and to network at the conference buffet.

- **Talking about you and your work in 60 seconds**
- **Making strategic small talk at networking events**
- **Asking the right questions and arranging follow-up**

Creating an Online Presence

If you Google yourself, what do you find? It is important for academics to create a solid, positive online presence through professional websites and network profiles. This workshop looks at developing positive content for your online profile, including academic biographies and personal mission statements.

- **Personal profiles on professional networking sites**
- **Academic biographies and mission statements**
- **Blogging, tweeting and strengthening your presence**

Careers Outside of Academia

Only a small percentage of early-stage researchers take on permanent academic positions, and many scientists transition to the private or public sectors at some point in their careers. This workshop helps to you to communicate and frame your scientific background to employers outside of academia.

- **Explaining your transition from science**
- **Selling scientific backgrounds to non-scientific employers**
- **Academic vs. non-academic applications**

Job Application Workshop

In this job application workshop, participants prepare to apply for real (or hypothetical) positions and learn how to adapt their application documents to different job specifications. This can be followed up with individual consultations for a more in-depth analysis and reflective discussion.

- **Reviewing realistic and relevant job advertisements**
- **Preparing and adapting individual applications**
- **Peer feedback and reflection on application processes**

INDIVIDUAL CONSULTATIONS

All of our workshop clusters can be followed up - or replaced by - individual consultations. In sessions of 45 minutes, we use a combination of coaching tools with expert input and feedback to support individuals on a 1:1 basis. We can help individuals prepare for specific events, tasks or challenges, and work together with them to achieve the best possible results.

Individual consultations are most useful for scientists who are:

- Currently planning or drafting **research papers or popular science articles** and require constructive language input and support.
- Preparing grant **applications for current and upcoming calls** and want to ensure the maximum quality and impact of their proposal.
- Preparing to speak at **upcoming international conferences** and want to be confident in the structure and delivery of their talk.
- Considering their future career options or wish to **apply for a specific advertised position** - whether in academia or in the private or public sector.

SPECIALIST TRAINING AND ASSESSMENT

Besides our regular workshops, we can work together with you to create more specialist training programmes that address the very specific communication needs of your organisation, for example:

- Discussing and presenting internal strategy documents in English
- Communicating on issues of academic integrity and diversity management
- Train-the-trainer courses for internal experts working with international groups

We also provide language competency assessments and needs analyses to help paint an accurate picture of the current language and communication skills of your staff and to better understand current and future training needs.

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english language
professional services

PRICE STRUCTURE

Standard workshops are available from bookings of 3 modules:

- 3 modules: €900 in total (€300 per workshop)
- 4-7 modules: €260 per workshop
- 8-15 modules: €240 per workshop
- 16+ modules: €230 per workshop

Individual consultations are charged at €90 / 45 minutes.

Small group consultations (up to 4 people) are charged at €105 / 45 minutes.

TERMS AND CONDITIONS

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