London Interdisciplinary Social Science Doctoral Training Partnership

Advanced Research Methods in Social Sciences

Course Code & Title	**LISS347O Media Training**				
Convenor(s)	[Media Players International](#): Tim Grout-Smith & Lily Poberezhska				
Institution	King's College London	**Department**	LISS DTP		
Academic Year	2021-22	**Term**	Spring		
Number of sessions	2	**Research Platform**	Knowledge Exchange & Co-generation	**Length of Session(s)**	2 half-day sessions
Day, Date		**Start : End**		**Room Location**	
Thursday 24th February 2022 Friday 25th February 2022		09:15-13:00 09:15-13:00		Online, via Zoom	
Enrolment Links:	[Click here](#) to enrol on this online course – you may be prompted to log in to SkillsForge				

Course Description:

This is a two-day Media Workshop designed specifically for PhDs and early career researchers who want to build their research profile in the non-specialised media. The trainers, ex-BBC journalists with decades of training experience, prepare exercises and interviews tailored for each participant's area of study and offer training to mixed groups from different academic backgrounds.

This interactive workshop starts with identifying media-friendly elements in research, building relationships with journalists through various channels, giving concise expert comments and concludes with on-camera interviews and playback analysis.

Throughout, trainees are given examples, templates and tips on how to tackle the exercises, to increase their confidence and broaden their understanding. The trainers do not believe in learning by humiliation and see properly-grounded confidence as the key to interview success.

Learning Outcomes

- Knowing how to identify newsworthy, 'media-friendly' elements in their research
- Knowing how to 'pitch' their research to the media
- Mastering techniques for taking control of the interview and for answering difficult or hostile questions
- Increased confidence in giving interviews to print and online media, radio and TV

Schedule

Day 1

9.15-11.00 Trainers' introduction. **Exercise:** introducing yourself to a non-academic audience. What makes a good story? Understanding the Media. Language and Audience. Identifying "newsworthy" elements in your work.

11.00 Coffee break.

11.15-12.15 Initial contacts with the media. How your press office can help you. **Exercise:** Writing a headline and a summary for a press release on your work. Tips on using social media to attract journalists' attention to your research and building relationships with journalists.

12.15-13.00 Interviews as an active opportunity, not a passive experience: preparing your messages. Taking control of the interview. Techniques for handling difficult or hostile questions.

Day 2 (participants work in two separate groups/Zoom meetings)

9.15 - 13.00 (with breaks after each recording round) **Exercise:** recording of 2 on-camera/radio down-the-line interviews for each participant based on the information about their research in the pre-course questionnaires

Eligibility:

You must be a PhD student at one of the LISS DTP partner institutions (QMUL, KCL, or Imperial). You should be using social science methodologies in your research.

LISS ESRC funded students have priority registration.

Technical Requirements:

The training is delivered via Zoom. On Day 2 participants work in two groups/separate Zoom meetings. Mock interview files can be sent to participants via WeTransfer on request.

Pre-course preparation:

This interactive workshop leads from identifying media-friendly elements in research, building relationships with journalists through various channels, giving concise expert comments and concludes with mock on-camera/radio interviews and playback analysis. **Each interview is tailored to the participant's area of research, so the participants are required to fill in questionnaires with their research summaries to be sent to the trainers at least a week before the course date. Please write to liss-dtp@kcl.ac.uk if you have not received and returned a questionnaire by 12 February 2021 (once registered on SkillsForge).**

Number of students: 15 max