



Course Code & Title	LISS348 Spread your news: academic research & impact in the media				
Convenor(s)	Caroline Emmer De Albuquerque Green and Dr Abin Thomas				
Institution	King's College London	Department	Global Health and Social Medicine		
Academic Year	2018-19	Term	Spring		
Number of sessions	4	Research Platform	Knowledge Exchange & Co-generation	Length of Session(s)	3 hours
Day, Date		Start : End		Room Location	
a →	Thursday 07 February 2019	1400 - 1700		1.70 Franklin Wilkins Building, SE1 9NH	
b {	Thursday 14 February 2019	1400 - 1700		1.70 Franklin Wilkins Building, SE1 9NH	
	Thursday 21 February 2019	1400 - 1700		K0.19 King's Building, WC2R 2LS	
	Thursday 28 February 2019	1500 - 1800		1.04 Bush House (NE), WC2B 4BG	
Enrolment Links:	(a) https://goo.gl/kjC6QK (b) https://goo.gl/Bx3U4m bookings for these sessions will open on 8 Feb 2019 You may be prompted to log into SkillsForge Details on when courses open for booking can be found here: https://liss-dtp.ac.uk/our-training-programme/				

Course Description:

In this course, the participants will learn from leading journalists and experienced academics what it takes to attract media coverage for their academic research. The course offers two options to its participants. **Part A** focuses on the fundamentals of journalistic and academic engagement; **Part B** takes a detailed approach to understanding different styles of journalism, research ethics in academics and in journalistic practice via three consecutive sessions. Here, the participants get the opportunity to create their own media project using their own research.

Part A

Session 1 (07/02/2019) will present Ian Jack and an academic with experience in working with the media (TBD). The lecture is an introduction to how the media works, what journalists consider as 'newsworthy', how to connect with journalists and what to look out for when working with members of the media.

The main aims of this session are:

- To introduce participants to the main aims and principles of journalism
- To show participants how communication in journalism and academia are different



- To highlight to participants how journalists and academic can work together

After an initial introduction through both contributors, participants will be able to ask questions.

Mr. Jack is a reputed journalist and writer, who has edited the literary magazine *Granta* and regularly contributes to *The Guardian*.

Part B

Session 2 (14/02/2019) presents Professor Paul Lashmar on “Journalistic communication skills for academics”: In this session, Prof. Lashmar will introduce you to different styles of journalism and channels of communication, such as news or feature writing, making films, podcasts or photography. You will also receive the opportunity to start thinking about aspects of your own research that may be ‘newsworthy’ and ways to communicate it in a journalistic style.

Professor Lashmar is one of the UK’s leading investigative journalists and teaches at City University of London’s Department of Journalism.

Session 3 (21/02/2019) with Professor Heather Brookes on “Ethical considerations and potential challenges”: In this session, Prof. Brookes will provide you with an insight about key aspects and tools of investigative journalism and the ethical issues around it. You will reflect on the differences in research ethics in academic research and in journalism and you will get the chance to work on your own research project. In the seminar, you will spend the rest of your time writing scripts or project plans for your own media project.

Professor Heather Brooke is an award-winning reporter whose investigative journalism and legal action against the British Parliament for disclosure of MPs' expenses was the catalyst of the expenses scandal of 2009 that led to the biggest clear-out of politicians in decades and the first forced resignation of the Speaker of the House in 300 years. She is the author of *Your Right to Know* (Pluto Press 2004, 2006), *The Silent State* (Heinemann 2010) and *The Revolution Will Be Digitised* (Heinemann, 2011). She currently teaches at City University of London’s prestigious Department of Journalism.

Session 4 (28/02/2019) on “Your research and its dissemination in the media”: In the final session, you will be able to present your idea for a media project, such as a podcast, a blog post or photo exhibition, to the rest of the group. You will also have the opportunity to learn about potential spaces and places at KCL, which you may be able to use to present your work.



London Interdisciplinary Social Science Doctoral Training Partnership

Advanced Research Methods in Social Sciences

This session will be led by Caroline Green, an investigative journalist and doctoral researcher (KCL) and Dr Abin Thomas, an anthropologist of health (KCL).

Reading List: None

Eligibility: PhD students and Postdocs from the LISS-DTP partner institutions

Pre-course preparation: No pre-course preparation but expect some coursework during the seminars based on participants' research.

Number of students: 40 students for session 1/ 20 students for sessions 2,3 and 4