

1. Record Nr.	UNINA9910797609203321
Autore	Badgett M. V. Lee
Titolo	The Public Professor : How to Use Your Research to Change the World
Pubbl/distr/stampa	New York, : NYU Press, 2016 Baltimore, Md. : , : Project MUSE, , 2021 ©2016
ISBN	1-4798-7987-8
Descrizione fisica	1 online resource (240 p.)
Disciplina	378.1/2
Soggetti	College teachers - Professional relationships - United States Communication in higher education - United States Learning and scholarship - United States EDUCATION / Reference
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	IMD-Felder maschinell generiert
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- 1. Speaking Truth to Empower -- 2. Seeing the Big Picture, Part 1: Understanding the Debate -- 3. Seeing the Big Picture, Part 2: Mastering the Rules of the Game -- 4. Effective Networking -- 5. Communicating outside of the Academy -- 6. Using Traditional Media Outlets to Connect with the World -- 7. Using Social Media to Connect with the World (Co-authored with Scott Swenson) -- 8. In the Heat of the Moment: Managing Public Conflict -- 9. Sustainable Engagement: How to Stay Productive -- Notes -- Index -- About the Author
Sommario/riassunto	The work of academics can matter and be influential on a public level, but the path to becoming a public intellectual, influential policy advisor, valued community resource or go-to person on an issue is not one that most scholars are trained for. The Public Professor offers scholars ways to use their ideas, research and knowledge to change the world. The book gives practical strategies for scholars to become more engaged with the public on a variety of fronts: online, in print, at council hearings, even with national legislation. Lee Badgett, a veteran policy analyst and public intellectual with over 25 years of experience connecting cutting edge research with policymakers and the public,

offers clear and practical advice to scholars looking to engage with the world outside of academia. She shows scholars how to see the big picture, master communicating with new audiences, and build strategic professional networks. Learn how to find and develop relationships with the people who can take your research and ideas into places scholars rarely go, and who can get you into Congressional hearings, on NPR, or into the pages of The New York Times. Turn your knowledge into clear and compelling messages to use in interviews, blog posts, tweets and op-eds. Written for both new and experienced scholars and drawing on examples and advice from the lives of influential academics, the book provides the skills, resources, and tools to put ideas into action.

---