

1. Record Nr.	UNINA9910874671403321
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Titolo	The Art of Effective Science Communication : A Performer's Guide to Public Speaking // by David Dannenfelser
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031570308 9783031570292
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (118 pages)
Collana	Palgrave Practical Guides in Communication, , 3004-9040
Disciplina	501.4
Soggetti	Communication in science Communication Science in popular culture Science Communication Media and Communication Public Understanding of Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	A PREFACE FOR CONTEXT -- INTRODUCTION -- PART ONE THEORY -- Chapter 2: Process Versus Result Orientation -- Chapter 3: Intuition and its uses in Communication -- Chapter 4: Acting Techniques applied to Science Communication -- Chapter 5: The Development of Ensemble -- Practical Games & Exercises -- PART TWO PRACTICE -- Chapter 6: Writing your speech -- Chapter 7: Analyzing your speech -- Chapter 8: Working In-Role -- Chapter 9: The importance of Rehearsal -- Practical Games & Exercises -- PART THREE PERFORMANCE -- Chapter 10: Relationship to the Audience -- Chapter 11: Sharing your speech – The Performance -- Practical Games & Exercises -- PART FOUR THE WAY FORWARD -- Chapter 12: Perceptions, Misconceptions and Final Thoughts.
Sommario/riassunto	This book shows readers how the arts of improvisational theater and acting can help scientists and other experts speak about technical research to lay audiences. Focused on public speaking, this book translates the principles and processes used by actors and other

theater professionals into a method for communicating science to the general public. The book is structured as a step-by-step examination of how to write an effective speech and then a guide to carefully analyzing that speech as an actor does in rehearsal before finally sharing it with an audience as a performance. In other words, the book helps science communicators identify what to say and how to say it. This book also includes prompts and exercises that the author has used in classes and workshops with scientists. David Dannenfelser teaches in the Mason Gross School of the Arts at Rutgers University-New Brunswick (USA) and regularly runs classes and workshops where scientists practice acting skills to become better science communicators and public speakers. .
