



**TAL  
TECH**

# **COMMUNICATION WITH THE CLASSICAL MEDIA**

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Head of Media Relations

November 6, 2024

**TALLINN UNIVERSITY  
OF TECHNOLOGY**

# **HOMEWORK**

**DEADLINE: 13 NOVEMBER 2024**

- Provide a brief, 500-character (with spaces) overview of one part of your research, suitable for a journalist or editor. (Maximum limit: 500 characters (including spaces); shorter is fine, but not longer.)
- Use a minimal amount of technical and foreign terminology (1-2 terms max).
- If AI assistance was used, please include a note indicating this

# WHY?


- Serving the public
  - to assess whether the arguments presented by politicians, entrepreneurs, and others are valid and reasonable, serving as part of the **public accountability mechanism**.
  - For example, Kristjan Tabri is an expert in dynamics, specializing in ship collisions. His expertise was highly valued in the recent 2020 re-investigation of the MS Estonia tragedy

ERR.ee UUDISED TV RAADIO LASTELE JUPITER

news LATEST POLITICS ECONOMY DEFENSE CULTURE OPINION

## Analysis: MS Estonia wreck damaged after hitting seabed

NEWS  
ERR  
21.09.2023 19:24



Run\_ID5 f. roll 133deg, pitch 22deg, yaw angle 7.8deg, bedrock modif 1  
ANALYSIS: MS ESTONIA WRECK DAMAGED AFTER HITTING SEABED  
max IP value  
min IP value  
max strain  
min strain

Effective Plastic Strain  
5.000e-02  
4.183e-02  
3.367e-02  
2.550e-02  
1.733e-02  
9.167e-03  
1.000e-03

00:00 / 00:19

Photo: OJK/TalTech

Based on computational modeling by Tallinn University of Technology researchers, a report presented on Thursday suggests that the Estonia's starboard side was damaged by the ship's collision with the seafloor.

The study's lead author, Professor of Marine Structures and Technology Kristjan Tabri, explained that a computational method was used to simulate the ship's sinking and its impact with the seafloor, while assessing structural deformations and damage.

# WHY?

- Sometimes, there is only a single expert available, like Professor Emeritus Dago Antov — a situation not uncommon in Estonia.
- Public Information Act

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Riigi Teataja

Home Search Help My RT Statistics Introduction Tagasi pealehele

Text size: A A A

Public Information Act Download Print RSS Help

Translation Authentic text

Issuer: Riigikogu  
Type: act  
In force from: 01.05.2023  
In force until: In force  
Translation published: 03.05.2023

Select wordings: Previous In force  
Compare wordings Parallel texts

**Public Information Act<sup>1</sup>**

Passed 15.11.2000  
RT I 2000, 92, 597  
Entry into force 01.01.2001

Amended by the following legal instruments (show)

**Chapter 1  
GENERAL PROVISIONS**

**§ 1. Purpose of Act**


The purpose of this Act is to ensure that the public and every person has the opportunity to access information intended for public use, based on the principles of a democratic and social rule of law and an open society, and to create opportunities for the public to monitor the performance of public duties.

ERR.ee UUDISED TV RAADIO LASTELE JUPITER


news LATEST POLITICS ECONOMY DEFENSE CULTURE OPINION

## Experts: Traffic in Tallinn comparable to Western Europe in the 1970s

NEWS  
Rait Päär  
04.09.2024 16:16



Similarly, Dago Antov, a traffic management professor at Tallinn University of Technology (TalTech), could not provide any examples where reducing traffic in city centers had led to their decline. He noted that the topic has been well-researched, including a study on Stockholm after the introduction of congestion charges. "It turned out that the turnover of businesses within the restricted area grew faster," the professor cited.



Pärnu maantee Source: Siim Lõvi /ERR

ly facing problems  
d by major Western  
ental leap needed  
society.

# WHY?

- Dissimination
  - Dissemination means making results available to the people that can best make use of them e.g. scientific community, industry, other commercial players, policymakers, and more.
  - Beneficiaries of the EU's research and innovation framework programmes are legally obliged to disseminate and exploit results.

[European Commission](#)

- What else?

# IDEOLOGY

- Freedom of Speech, Freedom of Research – Upholding Academic Freedom

- The Constitution of the Republic of Estonia

- § 38. Science and art and their teaching shall be free.

Universities and research institutions shall be autonomous within the limits prescribed by the law.

- § 45. Everyone has the right to freely disseminate ideas, opinions, beliefs and other information by word, print, picture or other means. This right may be restricted by a law to protect public order, morals, or the rights and freedoms, health, honour and good name of others. This right may also be restricted by a law for state and municipal public servants, to protect a state secret or trade secret or information received in confidence, which has become known to them by reason of their office, or the family and private life of others, as well as in the interests of the administration of justice.



# IDEOLOGY

- Openness to Debate and Critique
- Based on Evidence
- A dialogue among scientists, society, organizations, and politicians; it's a two-way conversation.
- Who are you? You are most likely a non-political expert in your field. Public perception of scientists often varies, but people view you as a trusted source of knowledge and expertise.
- From the inside out – significant news should first be communicated within the organization (from the department to the university and then to the public)
- **Any more suggestions?**

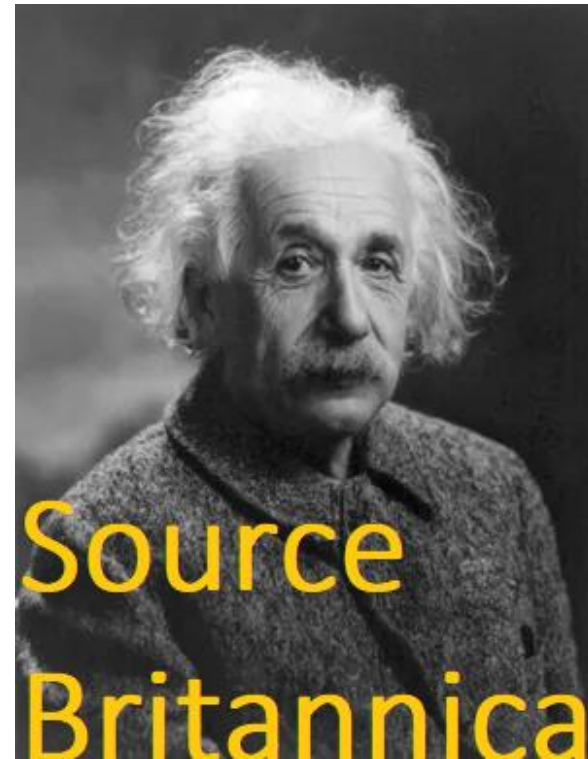
# MOST IMPORTANT QUESTIONS

- What is the purpose of your media communication?
  - a. Changes in opinions, behavior, and worldview
  - b. Recruitment of students and academic staff
  - c. Collaboration and funding with the public and private sectors (such as through alumni) and other universities
- What are the primary target groups you communicate with, and who are the key stakeholders?

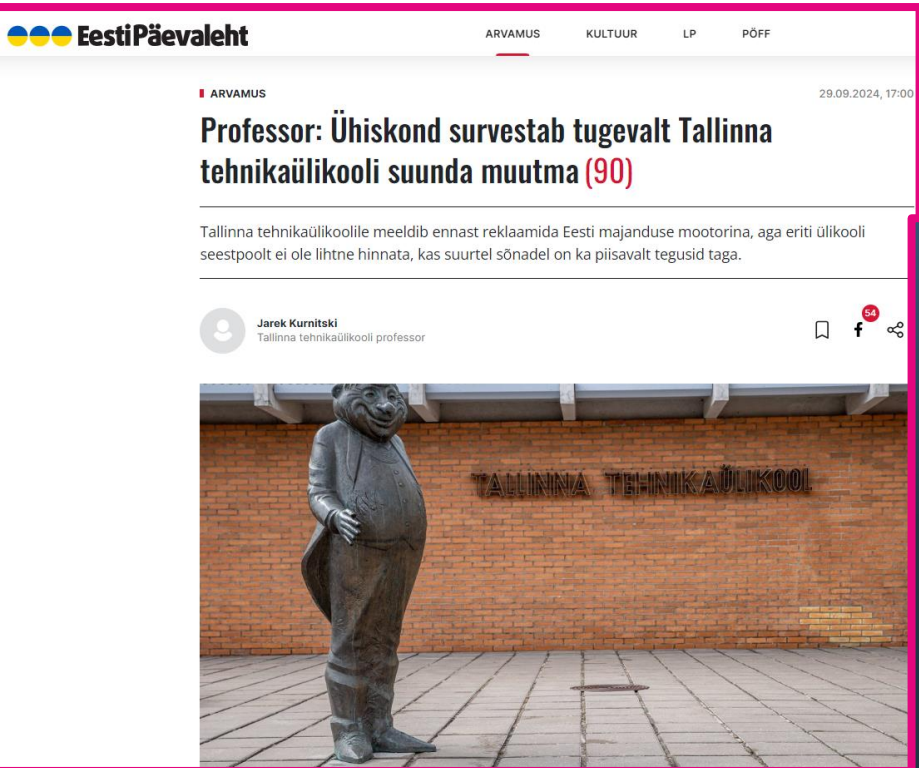


# WHO ARE OPINION LEADERS? CAN ONE LEARN FROM THEM?

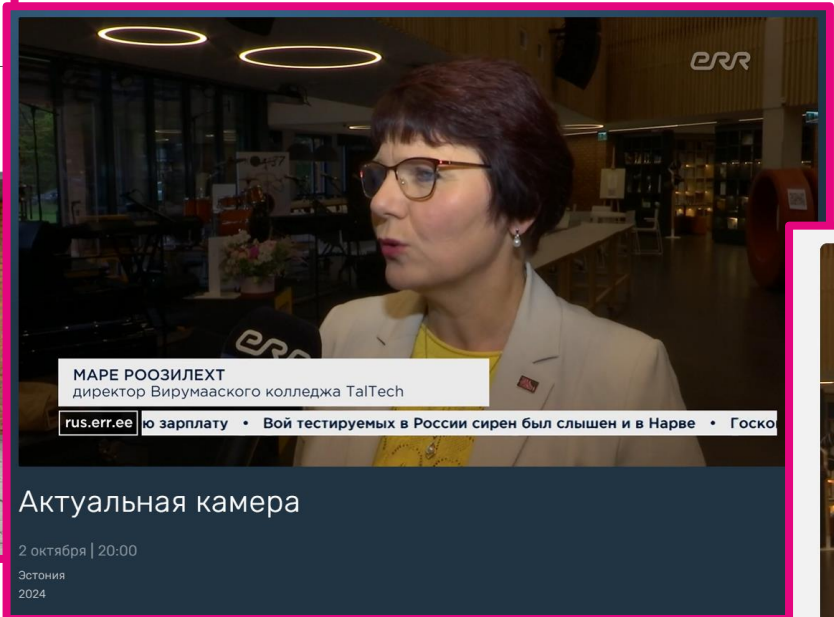
- Recognized opinion leaders – who else?



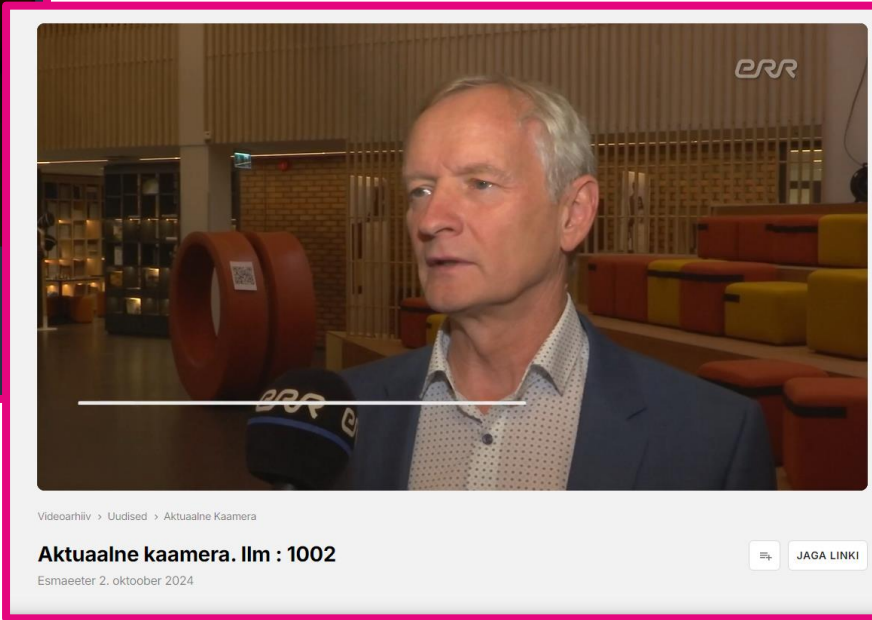
# SPOKESPERSONS



Eesti Päevaleht/ Delfi

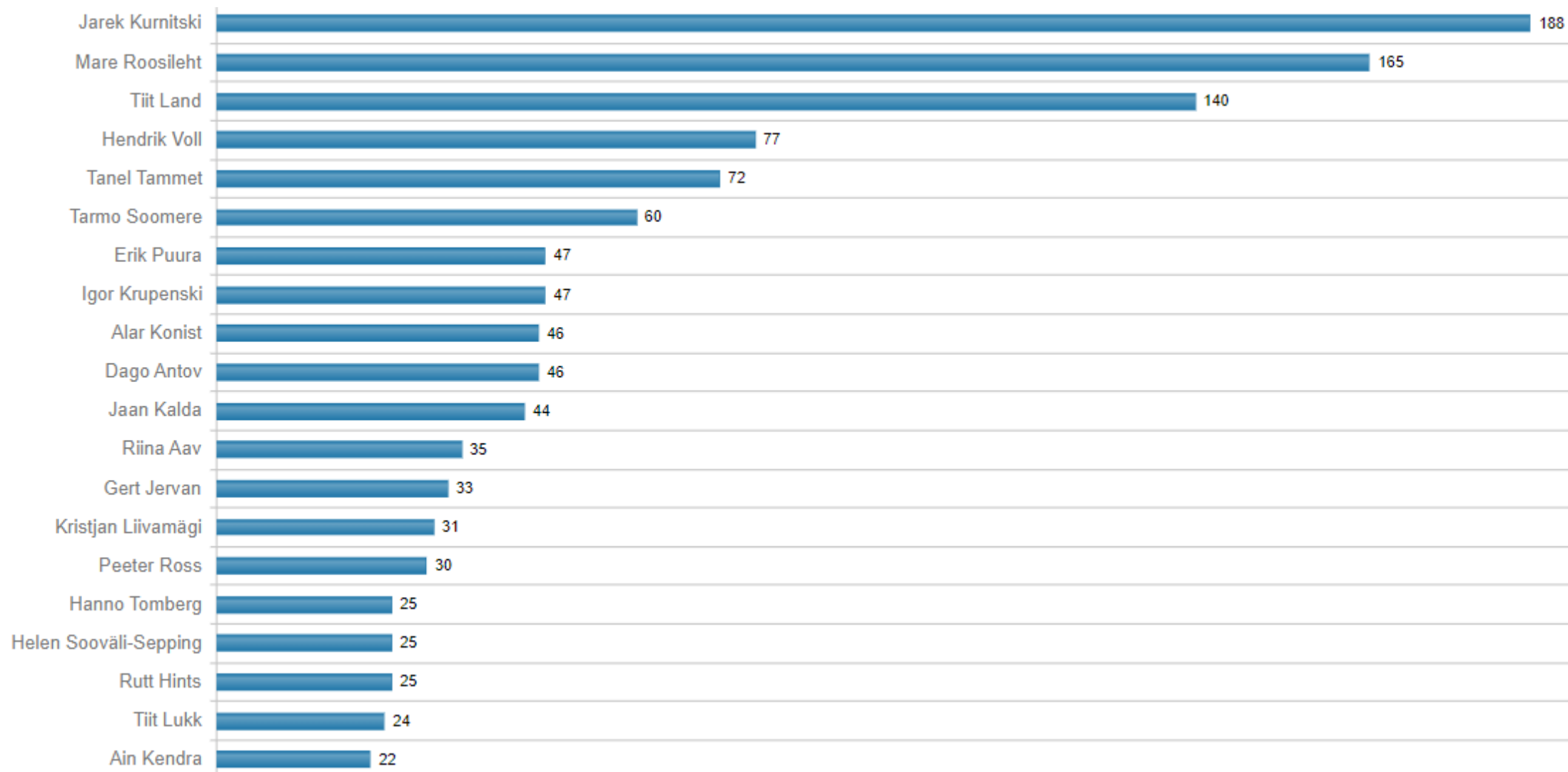


Aktualnaja kamera



Aktuaalne kaamera

# TALTECH'S SPOKEPERSONS CURRENT YEAR



# TALTECH'S SPOKEPERSONS

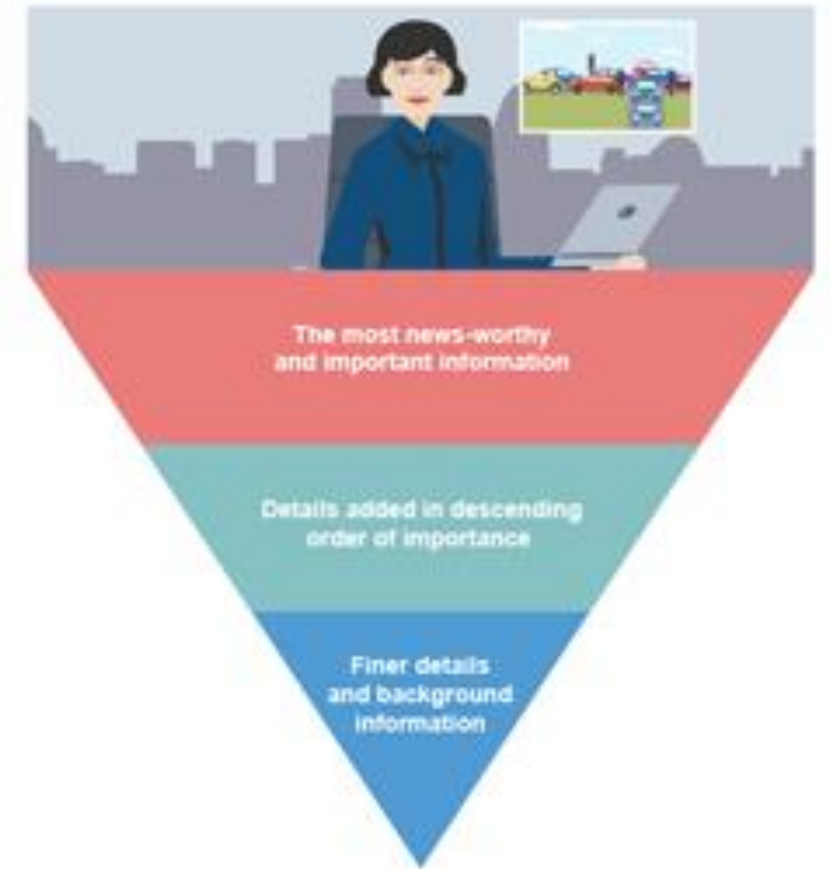
- TalTech as an umbrella



- You are TalTech
- Personal brand – why not? However, it requires effort and dedication. You need to be visible to your target audience, at the very least.
- **A public figure vs private figure** – public figures are individuals who have voluntarily placed themselves in the public spotlight

# NEWS VALUES AND STRUCTURE

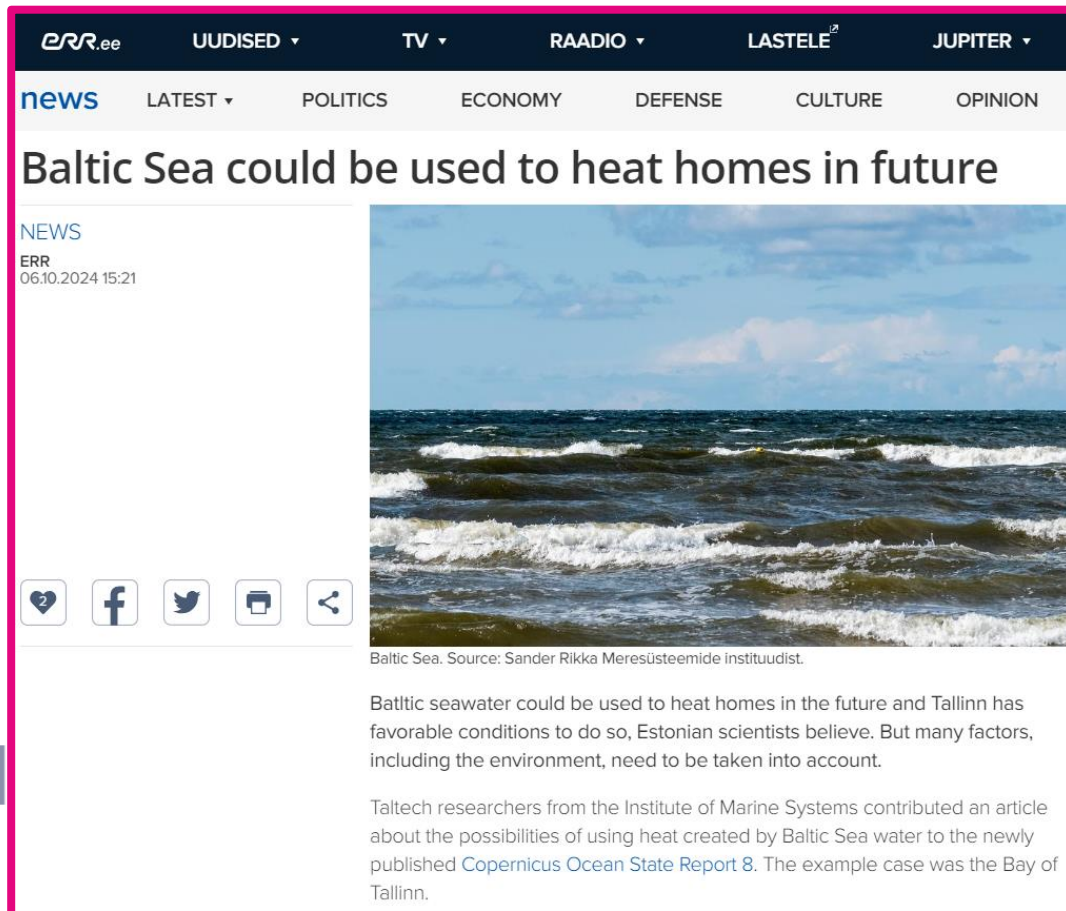
- Values: Impact, Unexpectedness, Prominence, Conflict, Relevance to the Community (both physically and mentally), Current Events, and Timeliness, as outlined by Tiit Hennoste.
- Use the inverted pyramid to **structure** your story. This means placing all the important information first and making sure the less significant aspects of the story are 'down the page' or towards the end – by BBC.





# FORMATS

- Primarily infotainment, particularly in the realm of blue-sky science
- Applied science lies at the intersection of science and business news
- Newly launched products or services qualify as business news



# FORMATS

- Brief comment – You are one of several sources.
- Additionally, commenting on someone else's work:  
The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel.
- If the information pertains to insights gained through collaboration or a project, inform the involved parties in advance.
- **Keep it simple and brief**

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ERR.ee UUDISED TV RAADIO LASTELE JUPITER

novator UUDISED AASTA KOOL TEADUSLUULE MEEDIATAIP ERIPE

## Nobeli majanduspreemia läks riikide jõukuse-erisuste uurijatele

TEADUSELU  
14.10.2024 09:22  
Uuendatud: 14.10.2024 12:50  
Kuula artiklit 5 min

Announcement of the 2024 Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel

Question: Why is there a persistent income gap between countries?

Watch on YouTube


Rootsi Riigipanga Alfred Nobeli mälestusauhinna majanduse alal said sel aastal USA majandusteadlased Daron Acemoglu, Simon Johnson ja James Robinson. Nende töö aitab paremini mõista, kuidas tekivad institutsioonid ja milline mõju on neil riikide jõukusele ehk miks on mõned riigid teistest märksa rikkamad.

"Oluline on just see, kui kaasav ühiskond on. Need majandused, mis teenivad väikse ühiskonnakihi huve, ei ole tihti pikaajalise majanduskasvuse edukad, aga ühiskond, mis suudab kaasata võimalikult suurt ringi elanikkonnagruppe, on pikaajalise majanduskasvu saavutamisel oluliselt edukamad," selgitas Tallinna Tehnikaülikooli institutsionaalse ökonoomika professor Aaro Hazak.

news LATEST POLITICS ECONOMY DEFENSE CULTURE OPINION

## Tallinn working on plan to reduce traffic noise

NEWS  
Albert Leppik  
19.06.2024 10:41  
Updated: 19.06.2024 11:46



Gridlock in Tallinn. Source: Prit Murk/ERR

Unlike Tartu, Tallinn currently has no program for reducing noise from traffic. The capital plans to address this shortcoming by year's end.

According to the noise map completed in 2022, the main source of noise in Tallinn is road traffic. The authors of the noise map note that more than 150,000 residents of Tallinn live in areas where the noise from cars and trams exceeds 55 decibels, which is as loud as normal conversation.

Professor Jüri Lavrentjev from the Tallinn University of Technology (TUTech) said that Tallinn has not made sufficient efforts to reduce noise. "Raising awareness of the situation is certainly helpful, but there have not been many concrete measures taken here," he noted.

To reduce noise, Lavrentjev believes a combination of measures is necessary: "Redirect traffic, reduce speeds where needed and use smoother asphalt."

Tallinn's Deputy Mayor Pärl-Peter Pere (Reform) said that excessive traffic noise is harmful to the health of the capital's residents and even costs lives. Currently, Tallinn does not have an action plan to reduce noise, but Pere promised that one would be ready by winter.

"We can reduce noise if we achieve other mobility goals, where more than half of the people use public transport, walk or cycle, and where we have normal, Nordic, calm speeds on the roads, like 40 kilometers per hour, and in some places 30 kilometers per hour. That is the solution," Pere said.

While Tallinn is still drafting its noise reduction action plan, the city of Tartu already has one in place, confirmed Tartu's Deputy Mayor Raimond Tamm.

"We have very specific plans. Last year, we introduced plans to build bike paths on several main streets. If we manage to complete the ring road around Tartu, we can redirect transit traffic, which will positively affect noise levels," Tamm explained.

Like Pere, Tamm also believes that reducing vehicle speeds is essential for noise reduction.


Tallinn Deputy Mayor Kristian Järven (Isamaa) said in a comment that while limiting noise is important for the city government, Deputy Mayor Pere's words are somewhat removed from reality.

"Speed limits will be determined based on a balance between traffic safety and freedom of movement. Slowing down public transport and the rest of traffic just to reduce noise would not be proportional and will not be done for as long as this city government stays in place," Järven noted.

He added that Tallinn plans to return to a policy of green waves where traffic lights are coordinated to facilitate traffic flow. "It will also reduce noise when cars don't have to accelerate and decelerate in between the lights."

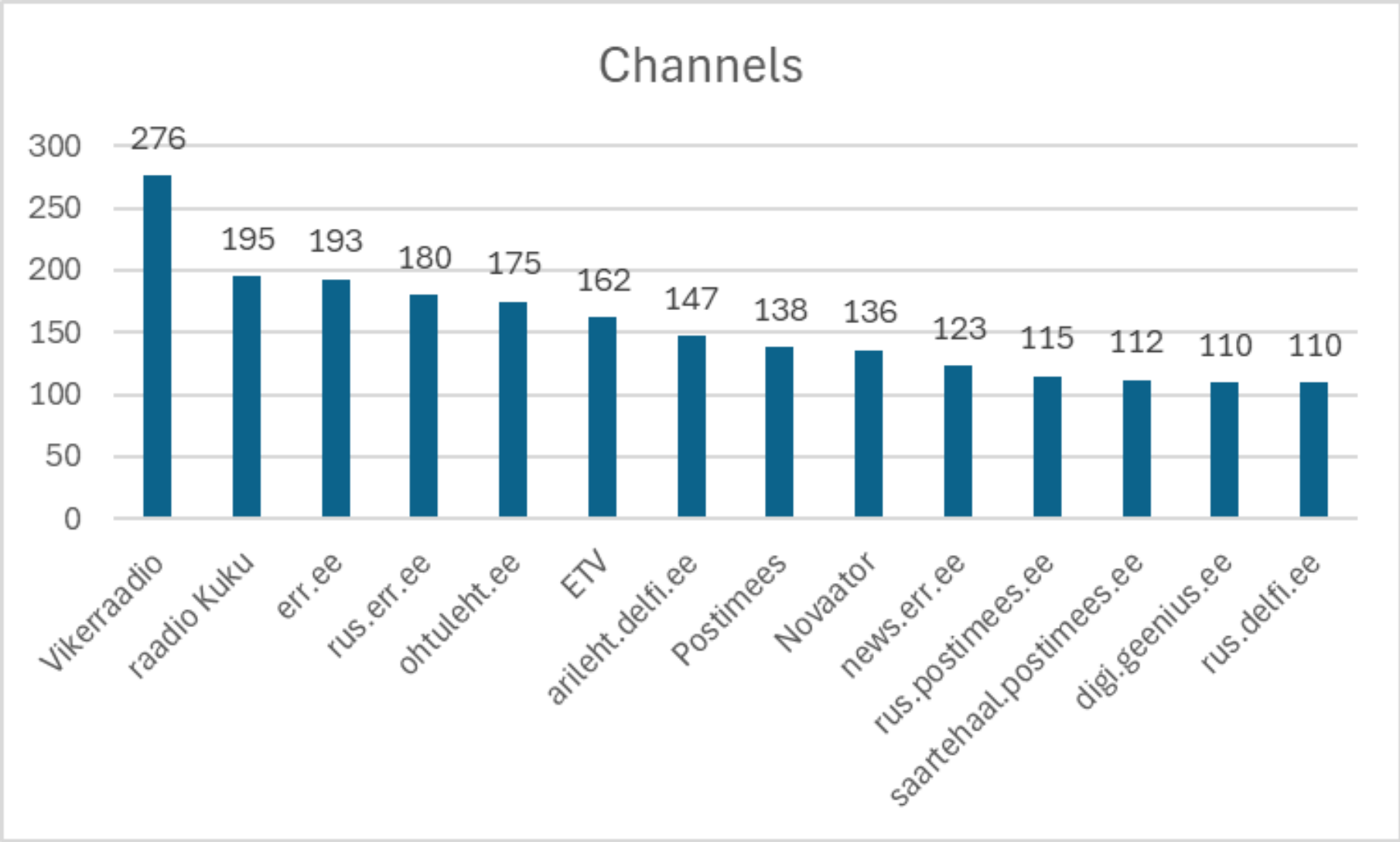


# FORMATS

- Opinion Article
- Interview: pre-recorded vs. live TV
  - 1-3 sentence answers keep the tempo up. This is not a lecture!
- Background brief – can evolve into a commentary
- If not:
  - On the record
  - On background
  - On deep background
  - Off the record
  - Deep off the record

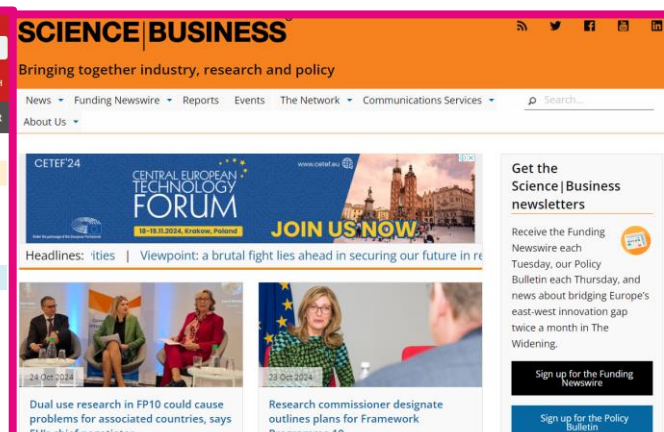
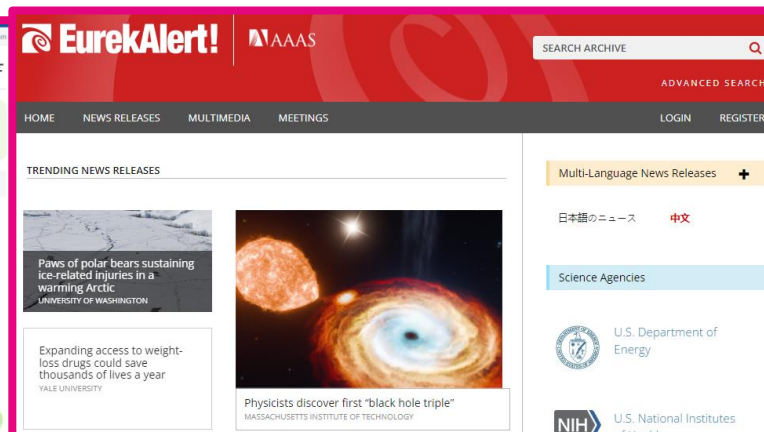
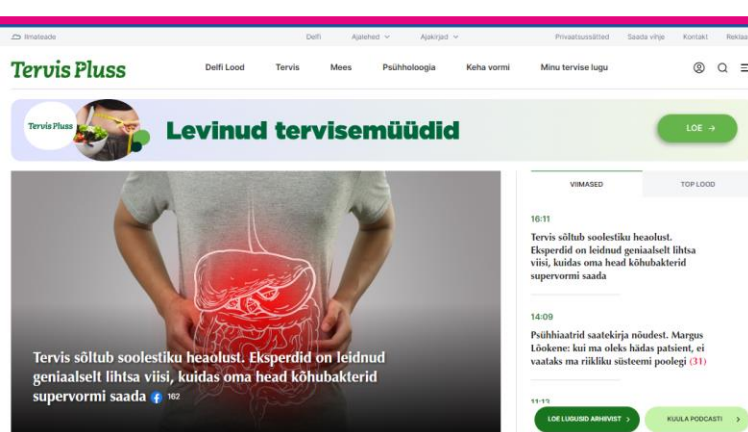
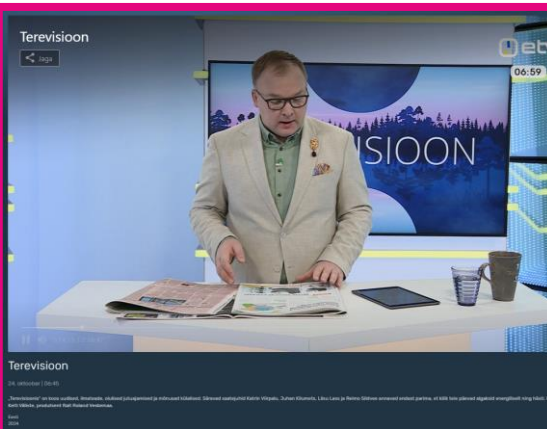
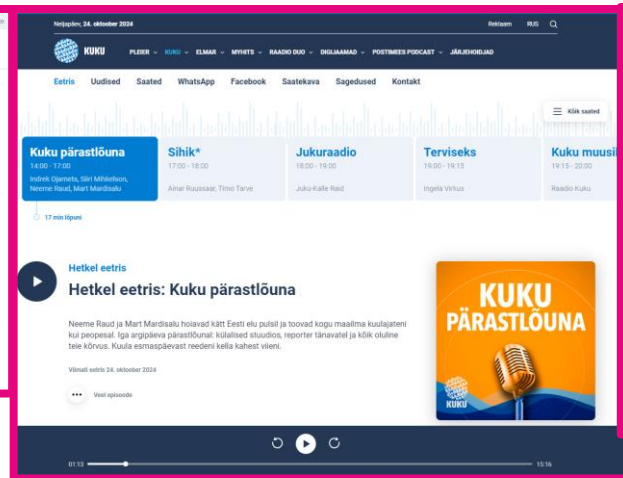
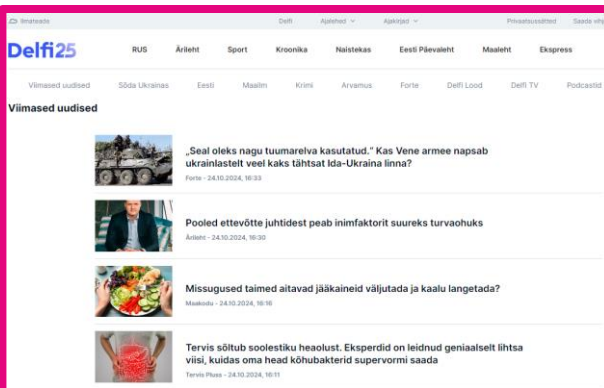
These agreements must be made before the information is given
- Reaction to someone else's opinion: must include new information or reasoning

# CHANNELS: AMOUNT OF ARTICLES/ COVERAGE



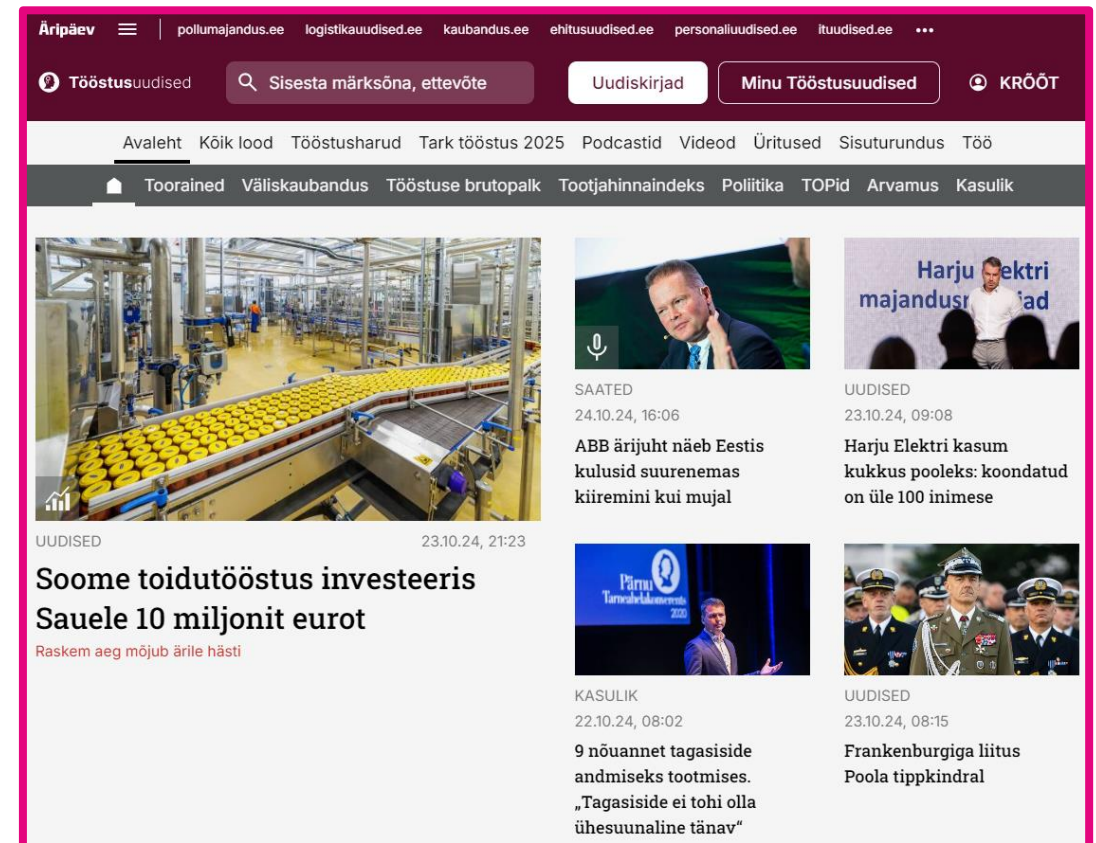
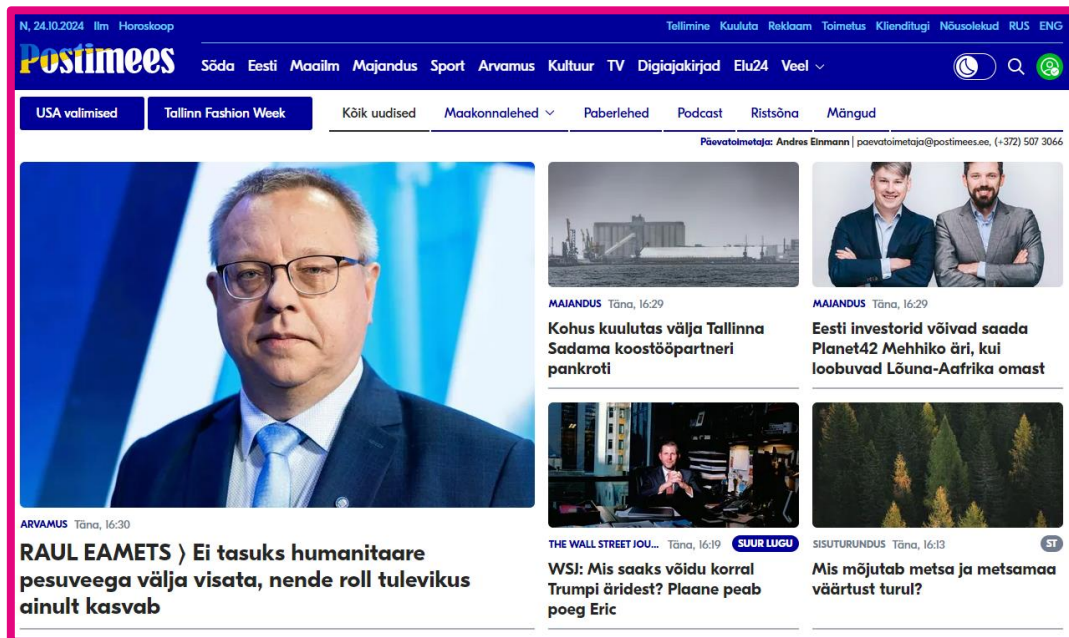
# CHANNELS

- Classical media: online, radio, TV, print (newspapers, magazines)
  - Linear and non-linear
- EurekAlert, Science|Business



# CHANNELS

- **General** media (usually bigger audience) vs **specialised** media (usually more informed)





# CHANNELS

- There are not many science journalists left; most are with Estonian Public Broadcasting

- University Channels: Facebook, LinkedIn, Instagram, Trialog, background briefs, demos, press conferences, events (e.g., Night of Science), and the web
- Your own channels and resources – what are the possibilities?**

# TOOLS

- Where is the discussion taking place, and who are the participants? What has been done and said recently?
- Station: There is a translate button available. However, one can also use a common search.

Username: taltech20

Password: tltech2023

The screenshot displays the STATION web application interface. The top navigation bar includes the word "STATION", a menu icon, and user controls like "KÜSI" and a power button. A left sidebar lists various categories under "KATEGOORIAD", including Tallinna Tehnikaülikool, Kõneisikud - TalTech, and others. The main content area features a search bar and a list of news items. The selected item is titled "Tallinna Tehnikaülikooli teadlaste uuring: mammutite väljasuremise põhjuseks ei pruugi olla kliimamuutused". The article text discusses the extinction of mammoths, mentioning factors like climate change and human activity. A right sidebar shows user information for "bioneer.ee" and a list of tags, including "Tallinna Tehnikaülikool", "Teadlased", and "Kliimamuutus". A red arrow points to the "Add new tag" button in the tag list.

STATION

KÜSI

KATEGOORIAD

- ▶ Tallinna Tehnikaülikool
- ▶ Kõneisikud - TalTech
- ▶ Tartu Ülikool
- ▶ Tallinna Ülikool
- ▶ EBS
- ▶ Inseneriteaduskond
- ▶ Infotehnoloogia teaduskond
- ▶ Loodusteaduskond
- ▶ Majandusteaduskond
- ▶ Eesti Mereakadeemia
- ▶ Kõneisikud - TÜ
- ▶ Kõneisikud - TLÜ
- ▶ Taltech sporditegevus
- ▶ TalTech kultuur
- ▶ Mektory
- ▶ Kõrghariduse valdkond
- ▶ Teadus
- ▶ Roheteemad
- ▶ Matemaatika
- ▶ Inseneriakadeemia
- ▶ TalTech nõukogu
- ▶ My tags

Sisesta otsisõna(d) või fraas

Open Search

Tallinna Tehnika... (61311)

Tallinna Tehnikaülikooli teadlaste uuring: mammutite väljasuremise põhjuseks ei pruugi olla kliimamuutused

bioneer.ee Täna 17:03

SIMILAR (3)

Korvpallipalavik Keilas: ka ajaloo teise derbi piletid on väljamüüdud!

sport.postimees.ee Täna 16:39

Põrdumine riigikogu poole: põhiõiguste piiramine ja olmelised ettekirjutused ei päästa planeeti Maa

postimees.ee Täna 16:14

СЕГОДНЯ НА DELFI TV | Эстона-латвийская лига: сможет ли „ТалТех“ снова удивить рижский ВЭФ?

rus.delfi.ee Täna 15:54

Korvpalli noortekoondised said uued peatreenerid, Varraku koha võttis teine meistrilliga loots

sport.postimees.ee Täna 15:51

Hübridtöö Eesti Bigbankis: proovikiviks kuuluvustunne ja tähtsuse ühine teema

Tallinna Tehnikaülikooli teadlaste uuring: mammutite väljasuremise põhjuseks ei pruugi olla kliimamuutused

Mammutid, suured ja võimsad eelajaloolised loomad, on inimesi alati võlunud, kuid nende fossiilid jutustavad veelgi põnevamat lugu – milline oli nende elukeskkond ja kliima tuhandeid aastaid tagasi? Tallinna Tehnikaülikooli geoloogia instituudi teadlased koos rahvusvahelise töögrupiga tegid uusi avastusi Siberi mammutite elu kohta viimase jääaja maksimumi ajal, mida on peetud üheks külmemaks perioodiks Maa lähiajaloo. Teadustöö tulemusel seatakse kahtluse alla, kas mammutite elukeskkond oli tõesti nii ebasoodne, kui seni arvati. Värsked uuringutulemused, mis avaldati teadusajakirjas Quaternary Science Reviews, keskenduvad seni vähe uuritud piirkonnale – Lääne-Siberi kaguosale. Uuringus analüüsiti mammutite hammaste ja võhkade isotoopikoostisi, mis andsid teadlastele väärtuslikku teavet tollase kliima ja elukeskkonna kohta. Uuringu juhtivateadlane Ivan Krivokorin selgitab: „Pikka aega arvati, et jääaja maksimum oli nii külm ja ebasõbralik, et mammutid pidid ellujäämise nimel pidevalt võitlema. Kuid meie tulemused viitavad sellele, et kliima soojenes ajavahemikus 28 000–22 000 aastat tagasi ja Lääne-Siberi kaguosas ei olnud elutingimused nii karmid, kui varem arvati. Nii said mammutid seal elada tingimustes, mis ei erinenud oluliselt nende Euroopa sugulaste elupaikadest samal ajal.“ Teadlased avastasid, et mammutite elupaik Lääne-Siberis oli palju mitmekesisem, kui seni arvatud. Sealne kliima muutus aja jooksul soojemaks, mis võis pakkuda mammutitele eluks sobivamaid tingimusi. See leid seab kahtluse alla hüpoteesi, et ainult kliimamuutused viisid mammutite väljasuremiseni. Toitumine kui võtmetegur Uuring toob esile veel ühe olulise aspekti mammutite hääbumise kohta – toitumise. Krivokorin ja tema kolleegid

bioneer.ee

Täna 17:03

bioneer.ee

500

Tallinna Tehnikaülikool

TalTech

Teadlased

Teadus- ja arendustegevus

Kliimapolitiika

Geoloogia instituut

Kliimamuutus

Add new tag

Translate

Muuda kommentaari

Star

Send

Print

# TOOLS

- Proactive and reactive communication
- Grander plans require media plans, but be careful.

When?	Purpose	Channel	Whom	Spokes-	Time of contact	Person charge	Outcome
September	Invitation to press	E-mail	Journalists	Prof of Engineering	September	Head of Media relations	
September	Invitation	E-mail	TalTech alumni		Beginning of September	Head of Development Fund	



# OPINION – HOW TO WRITE IT

## BASED ON VÄINO KOORBERG'S LECTURE AT TALTECH, OCTOBER 2021

- Define the problem and your opinion on it, supporting your view with arguments for and against
- Choose not the easiest topic, but the most interesting one
- The text:
  - Introduction (max 3 sentences) – Make it so captivating that the reader can't stop reading. Start with something newsworthy (like an event of the day), a relevant joke, or an important question
  - Thesis (main statement, frame of the opinion article)
    - Main problems and arguments
  - Context: background information. A brief step back.
  - Topic/ theme development. Arguments. Examples.
    - Development of the main argument (followed by supporting evidence and conclusion).
    - This is where the strongest arguments are presented, along with arguments nr 3, 4 and 5
    - Also present your counter-argument. And then overturn it.
    - Present your 2nd strongest argument.
    - A proposal for change

## OPINION – HOW TO WRITE IT

### BASED ON VÄINO KOORBERG'S LECTURE AT TALTECH, OCTOBER 2021

- **Avoid Overloading with Statistics or Facts.** It's better to present statistics and facts separately in a designated fact box
  - To illustrate – use your own experiences
- **Paragraph Length:** Each paragraph should consist of 3 to 5 sentences, ensuring they are connected and flow smoothly from one to the next.
- **Structure:** Conclude with a strong summary and punchline that reinforces your main message. Include a clear call to action to engage your readers further.
- **Coherence:** Ensure that your writing aligns with the style of the channel—whether it's a newspaper, magazine, or online portal—to maintain consistency and appeal.

# **OPINION – HOW TO WRITE IT**

## **BASED ON VÄINO KOORBERG'S LECTURE AT TALTECH, OCTOBER 2021**

- Other suggestions
  - Use clear, simple language
  - Keep sentences short
  - Make it interesting
  - Say something new
- Some more suggestions
  - Credit all sources
  - Double-check facts and spelling
  - Read it out loud: it is a great way to spot typos, awkward phrasing, and areas that need improvement.

# **OPINION – HOW TO WRITE IT**

## **BASED ON VÄINO KOORBERG'S LECTURE AT TALTECH, OCTOBER 2021**

- When the article is ready
  - The first person to convince is the opinion editor
  - They would like to see the finished article, not the idea of an article
  - Write an opinion piece that connects to current news
- If an opinion editor asks for your article, act fast. The topic may not remain relevant for long.
- After the opinion is published
  - Your piece may attract negative feedback, so be ready to defend your arguments politely and clearly.
  - Don't feel obligated to read the comments online; that's something I or a colleague can handle for you

# PREPARATIONS

- How to visualize? For example oil-shale or phosphorite, legos, different colours and textures of liquid, nature, student formula.
- What else can be used?
- Demos must prioritize safety. Consider potential threats in the studio environment



## SHORT EXCERCISE

### WHAT TO WEAR?

- Smart casual attire that boosts confidence
- Look polished and professional: clean and ironed clothing, combed hair
- Avoid dense stripes or checkered patterns: these can create a distracting effect on screen, making it look like they are “swimming” or moving
- Fit in: formal outfit with formal interview and casual with more laid back themes
- Make a choice: focus on your message.
  - Decide whether you want to draw attention to what you’re saying or your outfit.
  - Don’t experiment with a new hairdo or outfit right before an important event



## SHORT EXERCISE PREPARATIONS

- Before agreeing to an interview, ask from the journalist:
  - What is the exact topic?
  - What are the questions?
  - Who are the other interviewees?
- NB! Talk to your supervisor.
- What are your own topics, what is important to you – max 3 themes.
  - Print this list: bring it with you to the interview
- Tell a story to add emotion and humanize the topic.



**ABUSE HAS  
CONSEQUENCES**

In May 2023, a teenager spat at and racially abused a Customer Service Assistant during rush hour. She was arrested and sentenced to three weeks in prison.

MAYOR OF LONDON

BRITISH  
TRANSPORT  
POLICE

TRANSPORT  
FOR LONDON  
EVERY JOURNEY MATTERS



## SHORT EXCERCISE PREPARATIONS\_2

- Understand the background and history of the topic, including the global and local context, and be familiar with a few significant statistics, whether large or small
- Use plenty of examples
- Verify all your facts — every single one.
- Illustrate with comparisons:
  - size of the human hair, matchbox, football field, as big as City of Tallinn



# SHORT EXERCISE PREPARATIONS\_3

- **Use simple language:** talk as if you're explaining things to your grandparents.
  - Avoid foreign words, complex scientific terms and jargon
  - Speak in a way that your audience can easily understand.
- Find an interesting place for your interview; a lab is always a great choice! **Where else?**



## SHORT EXERCISE PREPARATIONS\_4

- Check, how a theoretical physicist does that  
[www.youtube.com/watch?v=TAhbFRMURtg](http://www.youtube.com/watch?v=TAhbFRMURtg)
- Or mathematiciann [www.youtube.com/watch?v=Vp570S6Plt8](http://www.youtube.com/watch?v=Vp570S6Plt8)
- Drink water.



# SHORT EXERCISE DURING AN INTERVIEW\_1

- Get straight to the point
- Free your breathing: stand or sit in one place, except when you need to move to demonstrate something
  - Standing: keep your feet shoulder-width apart.
  - Sitting: sit like a pianist, maintaining good posture. Be mindful of the length of your skirt.
- Use your hands naturally
- Avoid crossing your arms or moving your hands behind you
- Don't sway side to side or move up and down.
- Listen to the question
- If you didn't hear or understand the question, ask the interviewer to repeat or clarify it
- If the journalist asks multiple questions, choose the one you prefer to answer.
  - When discussing serious topics, keep your facial expression serious



## SHORT EXERCISE DURING AN INTERVIEW\_1

- Avoid saying or doing anything you wouldn't want to be seen or heard later.
  - Watch your language
- Where to look – journalist will tell you
- Don't worry about filling silence; it's not your problem.
- Avoid provocation: don't engage with provocative questions.
  - For example, if asked, "Have you stopped drinking brandy in the mornings?" remember that there is no suitable answer to such a question.
- Questions will not stay inside the news – except in interviews
- Speak a bit more slowly and in a lower voice than usual

## SHORT EXCERCISE

### HOW TO STAY TRUE TO YOURSELF

- The camera may be recording both before and after the interview.
- Stay silent: If you don't want to answer, it's okay to remain silent.
- Don't lie. If you don't know the answer, just say so.
- Silence your phone.
- Once the interview concludes, your control is also over. However, in written text, you can have the right to review and check facts before any comments are published -- provided this is agreed upon before the interview starts

# THREATS

- No dirty laundry
- Journalist: friendly or the other
- Biased journalist
- Prejudiced expectations
- Ordered opinion
- **What else would be best to avoid?**



# THE WORD IS PUBLISHED

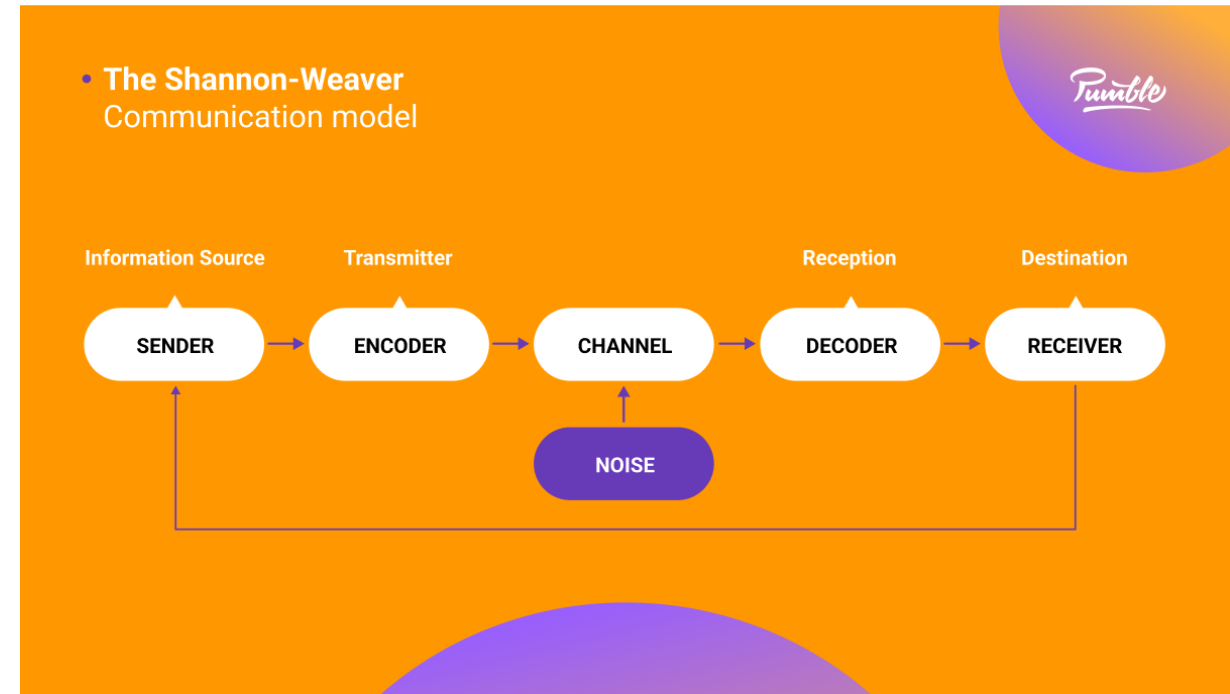
- Once published, changes can be difficult: it's best to provide accurate comments or information from the start to avoid complications later
- Handling feedback: the feedback can be critical. When and how should you react? Or is it simply a discussion?
- Your message may spread to other channels and news outlets, which is a positive sign.

# WHAT'S LEFT

- Crisis communication
  - Provide necessary and background information and rely on experts to manage the situation
  - Act quickly

# THEORY

- Communication: social interaction through messages (Fiske)
- Shannon decoding terminology...
- A gatekeeper, typically an editor, decides whether your idea goes public
  - Timeline
  - Amount of characters (in print and web)
- AI as an actor in communication?



# **HOMEWORK**

**DEADLINE: 13 NOVEMBER 2024**

- Provide a brief, 500-character (with spaces) overview of one part of your research, suitable for a journalist or editor. (Maximum limit: 500 characters (including spaces); shorter is fine, but not longer.)
- Use a minimal amount of technical and foreign terminology (1-2 terms max).
- If AI assistance was used, please include a note indicating this



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