



From Lab to News: Introduction to Science Journalism for Scientists

Finding and proposing science news

- Nico Pitrelli

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



Science News Scavenger Hunt

- 🌐 Consider the following themes: climate change, biodiversity loss, marine biology, ecc.)
- 🌐 Find recent articles or studies on that theme (20 minutes).
- 🌐 You should look for:
 - News stories that discuss **new findings**.
 - Research that has a **real-world application or potential**.
 - Stories that explain complex science in a way **that general public can understand**.

Discussion points: presenting your story proposal to the class

- 🌐 What made the story **stand out** to the group?
- 🌐 Did you feel the story had a real impact? Why or why not?
- 🌐 Were there **elements of surprise or newsness**? Was the story timely?
- 🌐 Who are the **key figures or organisations involved**?
- 🌐 Would you pitch this story to the media based on these aspects? Why or why not?

Learning Outcome

- 🌐 **Newsworthiness Evaluation:** to learn how to assess the core factors that make a scientific discovery or study worthy of being pitched to the media.
- 🌐 **Refining Pitches:** By evaluating the story first, to understand how to focus their efforts on the most compelling aspects of the research.
- 🌐 **Clarity in Communication:** By proposing the story, to become better at **distilling complex scientific information** into a **newsworthy format**.

Bibliographical references

🌐 Angler M. W. (2017), *Science journalism. An Introduction*, Routledge, London and New York;

🌐 Dunwoody, S. (2019), *Science journalism*, in A. Leßmöllmann, M. Dascal, T. Gloning (eds.), *Science communication*, De Gruyter Mouton, Berlin/Munich/Boston, pp. 417-438;

🌐 Pitrelli, N. (2021), *Il giornalismo scientifico*, Carocci, Roma.



THANKS!

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”

