

STUDY GUIDE

Storytelling in Academia

Course/training name	Storytelling in Academia
Host Institution(s)	University of Cologne
Co-organising Institution(s) (if applicable)	n/a
Course level (if applicable)	For researchers
Name and faculty of the lecturer(s)/trainer(s)	Albertus Magnus Center (career development for early career researchers)
Mode of delivery	Online live
Location (if applicable)	n/a
Dates of the <u>online</u> component (if applicable)	From 04 November 2025 to 04 November 2025
Dates of the <u>on-site</u> component (if applicable)	n/a



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UNIVERSITY 1769



TARAS SHEVCHENKO
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Cost	None				
Target audience(s)	☐ Bachelor's ☐ Master's ☐ PhD ☐ Educators ☒ Researchers ☐ Administrative staff				
Prerequisites	First Stage Researcher (R1): Doctoral candidates, Recognised Researcher (R2): Doctorate degree (PhD) holders or equivalent who are not yet fully independent You will be asked in advance to submit a max 1000-word text (e.g. an abstract, or a suggested narrative for a paper) to the trainer for individual feedback.				
Main Thematic Arena(s)	☐ Arena 1 - Health and Well-Being ☐ Arena 2 - Social Equality and Well-Being ☐ Arena 3 - Environmental change and Well-Being ☐ Arena 4 - Multilingualism and Well-Being ☐ Arena 5 - Teacher Education and Well-Being ☒ Transversal				
Field(s) of research / study	n/a				
Related Sustainable Development Goals (SDG) 	☐ 1 - No poverty ☐ 2 - Zero hunger ☐ 3 - Good health & well-being ☐ 4 - Quality education ☐ 5 - Gender equality ☐ 6 - Clean water & sanitation ☐ 7 - Affordable & clean energy ☐ 8 - Decent work & economic growth ☐ 9 - Industry, innovation & infrastructure	☐ 10 - Reduced inequalities ☐ 11 - Sustainable cities and communities ☐ 12 - Responsible consumption & production ☐ 13 - Climate action ☐ 14 - Life below water ☐ 15 - Life on land ☐ 16 - Peace, justice & strong institutions ☐ 17 - Partnerships for the goals			
Number of ECTS and/or workload (in hours)	n/a				
Language(s) of instruction	English				
Key words	Science communication	Transfer	Communication	Writing Skills	Training for Researchers

Catch Phrase	In this dynamic workshop, you'll deepen your understanding of your audience, the value of your research, and how a story is the best place for the two of them to meet. You will then discover and begin to craft the story of your research with a renewed sense of why you and your readers should care, i.e. what's at stake.
Total number of places for EUniWell participants	10
Application procedure	Application form on the EUniWell Courses and Training Catalogue
Selection criteria	First Stage Researcher (R1): Doctoral candidates, Recognised Researcher (R2): Doctorate degree (PhD) holders or equivalent who are not yet fully independent
Abstract	The amount and complexity of data available to researchers is growing fast. This means more researchers are publishing, and more frequently. What's more, researchers face the challenge of making their findings available to a broad, international audience, much of which is online. The challenge, therefore, is how to get your research to stand out while remaining true to the conventions of science writing in your field. What's needed is a clear narrative. On this dynamic workshop, you'll deepen your understanding of your audience, the value of your research, and how a story is the best place for the two of them to meet. You will then discover and begin to craft the story of your research with a renewed sense of why you and your readers should care, i.e. what's at stake. Employing proven storytelling techniques, your writing will not only become clearer, but more impactful and memorable as well. Please note: Our training programme is designed for the interaction of the participants. Comparable to classroom seminars, we ask you to turn on your camera during online events for an exchange at eye level.
Programme / session(s)' schedule	4. November 2025, 9:00 – 13:30h

Developed skills and competences	Seminar contents • Learning why readers read, and writers write • Understanding how story communicates value • Discovering the elements common to all stories • Identifying the narrative of your research • Applying narrative frameworks to abstracts, introductions and whole papers • Peer review' – receiving feedback on your stories from your colleagues
Objectives and learning outcomes	See above
Assessment methods and criteria (if applicable)	n/a
Type of certification issued upon attendance or completion	EUniWell certificate
Contact	List of local EUniWell catalogue's coordinators available here. <i>For questions related to the content of the course, please contact the offer's Institution's local catalogue coordinator. For questions related to administration, mobility or recognition the course in your curricula, please contact home Institution's local coordinator.</i>