

STUDY GUIDE

Storytelling in Academia

Organised by Universität zu Köln



UNIVERSITY OF
BIRMINGHAM



UNIVERSITY
OF COLOGNE



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FIRENZE



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NATIONAL UNIVERSITY
OF KYIV



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Erasmus+

1. IDENTIFYING DATA	
Course/training name*	Storytelling in Academia
Coordinating/host University*	University of Cologne
Other Universities involved	/
Main Thematic Arena*	Transversal Skills
Relation with the above selected Thematic Arena	The training conveys transversal skills for researchers of all academic disciplines to support career development.
Course/training field(s)*	Continuous education
ISCED Code	/
Related SDGs	/
Target audience(s)*	First Stage Researcher (R1): Doctoral candidates, Recognised Researcher (R2): Doctorate degree (PhD) holders or equivalent who are not yet fully independent
Number of ECTS credits allocated	None
Other modes of certifications	Certificate of Attendance
Mode of delivery*	Online
Language of instruction*	English

Semester*	S2
Course/training dates*	04.02.2025, 09:00-15:30h
Precise schedule of the lectures (Mind the time zone) *	See above
Key words (max 5) *	Scientific writing, storytelling, narrative frameworks
Catch Phrase*	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.
Prerequisites and co-requisites*	Researcher at one of the EUniWell member universities 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.
Number of EUniWell students or staff that can attend the course/training*	tbd
Course/training application procedure(s)*	/

2. CONTACT DETAILS

Department	Continuous Development Programme
Name and email of lecturer/trainer*	Anja von Lovenberg, fortbildung@verw.uni-koeln.de
Name and e-mail of the catalogue coordinator*	Dorothee Groeger, Dorothee.groeger@uni-koeln.de

Other lecturers/trainers	/
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3. COURSE/TRAINING 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

4. 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

5. OBJECTIVES AND LEARNING OUTCOMES*

See above

6. COURSE/TRAINING ORGANISATION	
UNITS	
1.	/
2.	
3.	
4.	
LEARNING RESOURCES AND TOOLS	
/	
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS	
/	

7. ASSESSMENT METHODS AND CRITERIA*
/
RECOGNITION*
ADDITIONAL INFORMATION

8. BIBLIOGRAPHY AND TEACHING MATERIALS

9. QUALITY ASSURANCE*

UzK Internal QA of continuous training offers