The workshop includes lecture-style presentations, discussions and interactive work, where PhD students get to experiment with various forms of self-expression and presentation suitable for public facing scholarship in today’s world. We’d like everyone to prepare one of the following:

1. Self-presentation on social media – the participant will select a social media platform / app (for example Facebook, Twitter, Instagram, Tumblr, Snapchat, etc) and prepare content that would disseminate their research in ways suitable for public consumption. If you select a micro-format platform (e.g. Twitter) prepare a series of content post (5–10 tweets), not just one. Prepare a presentation (max 5 min) where you outline your strategy, justify your choices, demonstrate your content (insert screen caps) and share any feedback you received.

2. Video abstract – some publications (cf. SAGE Publications’ Body and Society and Culture and Society) have introduced the format of video abstract, where they ask the authors of accepted publications to prepare a short video that can be circulated in scholarly / professional circles to increase readership. The participant will prepare a video abstract for one of their publications (manuscripts).

3. 1 minute lecture – prepare and film yourself giving a 1-minute lecture on an aspect of your research. This is intended for the broadest, popular audiences.

4. Press release – the participant will draft a press release for their own PhD defense that highlights the contribution the research makes, while portraying the findings as approachable and relevant for human interests. Be creative, think outside the box, maybe your press release can be an infographic, or a comic strip or a video. Maybe it needs to be a conventional text. Be ready to explain your choices in the context of your country’s press traditions.

5. Podcast – prepare and record a short podcast segment about the most popular social phenomenon / topic you research (so it is not an abstract, which is about an article, it is not an elevator pitch, which is about you, it is about topic that carries human interest and you have expertise on, i.e. if I would go on a podcast I could talk about ‘selfie culture’ or ‘attention in visual culture’ or the ‘notion of Instagrammable’). Audio podcasts are similar to broadcast radio, but available for streaming and download over the Internet. Imagine you have been given a 4 minute guest slot on a podcast. Record your elevator pitch; maximum length 4 minutes.

The presentation by Katrin Tildenberg will address public facing scholarship and the increasing pressures scholars face to be able to “package” themselves and their work in accessible and rhetorically appealing ways. We will discuss the techniques scholars successfully use, as well as examples of failures, and contemplate designing a self-presentational repertoire that marries the demands of a neoliberal system with each scholar’s individual skills, preferences and characteristics.