

SCIENCE MEETS JOURNALISM

MULTIDISCIPLINARY PERSPECTIVES
INTERNATIONAL CONFERENCE

OCTOBER 12 - 13, 2019
GOETHE-INSTITUT CAIRO
17, HUSSEIN WASEF ST.,
MIDAN EL MISSAHA, DOKKI

DAAD

Deutscher Akademischer Austauschdienst
الهيئة الألمانية للتبادل العلمي



**GOETHE
INSTITUT**

SCIENTIFIC STORYTELLING

Since 2017 the project „Scientific Storytelling“ is aiming at exploring the relationship between scientific research and journalism, in order to encourage scientific achievements being understood by broader audiences and to impact our common knowledge as well as to encourage civic engagement.

Together with the German Academic Exchange Service (DAAD) the Goethe-Institut is organizing trainings and workshops for both print and media journalists and scientists alike. Also this year the best among the participants from Egypt, Jordan, Lebanon and Iraq had the opportunity to visit editorial offices and scientific institutions in Germany to broaden their networks.

After a smaller network meeting in 2018 we are proud to see the project and this years' conference „Science Meets Journalism - Multidisciplinary Perspectives“ growing and even inspiring other institutions to start working in this field. We are looking forward to meeting you at the conference and inviting you to discuss with us important questions ranging from big data and digitalization to technical language and not to forget scientific statements in famous Egyptian cinema.

The implementation of the project would not have been possible without our Egyptian partners Al Ahram and Al Manassa and the kind support of the German Federal Foreign Office.

All conference sessions will be hold in English language with simultaneous translation into Arabic.

SATURDAY

OCTOBER 12, 2019

REGISTRATION

9.30 - 10.00

OPENING SESSION

10.00 - 10.30

Welcome Note by

Susanne Höhn

Director of the Goethe-Institut Cairo and the MENA region

Isabell Mering

Director of the DAAD Regional Office Cairo
German Academic Exchange Service (DAAD)

Keynote by

Dr. Mohamed El Makhzangy

Novelist and Science Journalist

COFFEE BREAK

10.30 - 11.00

PRESS CONFERENCE AND BRUNCH FOR REGISTERED JOURNALISTS

10.30 - 11.00

SESSION 1

SCIENCE JOURNALISM AND ITS IMPACT ON SOCIETY

ROUNDTABLE DISCUSSION

11.00 – 12.30 In which ways does science journalism impact society? Can it bridge the gap between natural and human sciences? To what extent do industrialised countries set a good example in their journalistic practice? How can mutual dialogue between Germany and the Arab world advance this field? Science journalists in the Arab world as well as in Western countries need clear directions when approaching controversial and futuristic research projects.

Moderator

Dr. Hanan Badr

Media and Communication Scholar
Cairo University & Freie Universität Berlin

Speakers

Dr. Ehab El Refaee

Assistant Professor of Neurosurgery
Cairo University

Dr. Lars Günther

Cluster of Excellence on “Climate, Climatic Change
and Society Cluster”
University of Hamburg

Prof. Dr. Mahmoud Alam El-Din

Faculty of Mass Communication
Cairo University

COFFEE BREAK

12.30 – 12.45

SESSION 2

SCIENCE JOURNALISM FOR THE DEVELOPING WORLD

12.45 - 14.15 Is science journalism important for developing countries? Development communication has been high on the political agenda in the Arab region for decades and it is gaining renewed relevance with the boom of Arab science journalism. How can science journalism focus on big challenges in Arab contexts under constraints of illiteracy and lack of public funding?

Moderator

Ashraf Amin

Head of Science & Technology
Al-Ahram Daily

Speakers

Bothina Osama

Science journalist
Sci Dev Middle East

Dr. Karim Fawzy

Ass. Prof. for Oral Medicine & Periodontology
Cairo University & Christian-Albrechts-Universität Kiel

Mohamed Yahia

Vice President of World Federation of Science Journalists
Nature Middle East

LUNCH

14.15 - 15.00

SESSION 3

SIMPLIFYING SCIENCES FOR WIDER AUDIENCES: BLOGS, VISUALIZATION & SOCIAL MEDIA

15.00 – 16.30 Science journalism breaks down complex issues for non-specialized audiences. To simplify science in the age of social media and science blogs means using clear infograms and videos. How can these innovative formats for communicating sciences make scientific topics more popular?

Moderator

Mohammed Yahia

Vice President of World Federation of Science Journalists
Nature Middle East

Speakers

Amr El-Eraqi

Journalist & Lecturer
Faculty of Mass Communication
Al-Ahram Canadian University

Eman El-Emam

Science Communicator
El-Espitalia

Prof. Dr. Naila Hamdy

Department of Journalism and Mass Communication
The American University in Cairo

COFFEE BREAK

16.30 – 17.00

SESSION 4

POPULAR REPRESENTATION OF MEDICINE IN FILM AND DRAMA: FACTS OR EMOTIONS? ROUNDTABLE DISCUSSION

17.00 – 18.30 In the past few years, there have been successful film and series productions showcasing protagonists who live with serious diseases. Recent productions include the critically acclaimed Asmaa or Halawet El Donia. This specific representation in film has high potential to popularise correct scientific information. At the same time, it addresses the audience's emotions. How do filmmakers tackle the fine line between necessary drama and factual correctness adequately? What do experts think of these topics being discussed in film and drama? What role can the film industry play in raising public awareness?

Moderator

Hala Galal

Filmmaker

SEMAT Production & Distribution

Speakers

Dr. Manal Hamdi El-Sayed

Professor of Pediatrics

Ain Shams University & Egyptian Liver Care Society

Mina El-Naggar

Founder of MedFest-EG forum &

Clinical Nutrition Specialist

Dr. Wesam El Beih

Country Director of Drosos Foundation in Egypt

SUNDAY

OCTOBER 13, 2019

SESSION 5

HOW CAN SCIENCE JOURNALISTS COUNTER FAKE NEWS?

10.00 - 11.30 The rise of pseudo-science and fake news poses a serious challenge to science journalists. In hybrid media systems, journalists are losing their gatekeeping function as non-verified information circulates more easily amongst the public. What can journalists do to counter that?

Moderator

Dr. Heba El-Shahed

Science Journalism Forum
The American University in Cairo

Speakers

Dr. Hany M. El-Hosseiny

Faculty of Science
Cairo University

Kerstin Hoppenhaus

Science Journalist and Filmmaker based in Berlin

Tarek Attia

Founder of Egyptian Media Development Program (emdp)

COFFEE BREAK

11.30 - 12.00

SESSION 6

SCIENCE JOURNALISM ACROSS CULTURES. JOURNALISTIC PRACTICE IN THE ARAB WORLD AND GERMANY

12.00 – 13.30 This panel gives a broad perspective on the conditions in which science journalism operates. What are the existing constraints and chances? How does science journalism operate differently in different societies and media systems?

Moderator

Dr. Rasha Allam

Department of Journalism and Mass Communication
The American University in Cairo

Speakers

Ashraf Amin

Head of Science & Technology
Al-Ahram Daily

Dr. Hanan Badr

Media and Communication Scholar
Cairo University & Freie Universität Berlin

Hinnerk Feldwisch-Drentrup

Science Journalist and
Co-founder of the Online Magazine MedWatch

LUNCH

13.30 – 14.30

SESSION 7

THE FUTURE OF (DIGITAL) SCIENCE JOURNALISM

14.30 - 16.00 The rise of the internet as a platform that promotes free and sometimes inaccurate content has been fuelling debates on the future of journalism for decades. As part of these discussions, models for the financial viability of journalism are being restructured. Which models can guarantee the survival of quality journalism: open access, paid content or content on demand? Are those models applicable in Egypt and the Arab countries?

Moderator

Lobna Khairy

Kamal Adham Center
The American University in Cairo

Speakers

Dr. Heba El-Shahed

Science Journalism Forum
The American University in Cairo

Jörg Römer

Science Journalist
Spiegel Online

Khaled Al-Baramawy

Journalist & Digital Media Trainer
Kamal Adham Center
The American University in Cairo

Nasry Esmat

Former Managing Editor of News and Finance at Yahoo! Middle East

CLOSING CEREMONY AND SCIENCE JOURNALISTS' AWARDS

16.00 – 17.30 Within the framework of the “Scientific Journalism” project which was organised by the Goethe-Institut Cairo in cooperation with the DAAD, and with support by the German Foreign Office, emerging science journalists from the MENA Region had the opportunity to travel to Berlin and Hamburg. There, they visited several science institutions as well as editorial offices and publishing houses such as GEO Magazine, Tagesspiegel and ZDF. At the closing ceremony, these young science journalists will offer their insight and present videos that highlight their impressions of this press tour to Germany. Finally, the winners of the Scientific Storytelling Competition for 2019, coming from print/online journalism and multimedia, will be awarded their certificates.

Moderator

Ashraf Amin

Head of Science & Technology
Al-Ahram Daily

Jury

Mohamed Yahia

Vice President of World Federation of Science Journalists
Nature Middle East

Dr. Mona El Tobgy

Research Professor of Child Health
National Research Centre

Speakers

Ahlam Elmansy

Masr El-Nas

Marwa Yassin

Al-Watan

Omar Meriwani

realsciences.com

Samira Hamza

National Geographic for Youth

Imprint

Goethe-Institut

Susanne Höhn

Anne Eberhard

Ghada El-Sherbiny

Viktoria Zwer

DAAD

Isabell Mering

Dr. Gertje Krumbholz

Mohamed Fathy

Content Managers

Dr. Hanan Badr

Freie Universität Berlin

Ashraf Amin

El Ahram Daily Newspaper

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