

# RECONTEXTUALIZING KNOWLEDGE



SITUATION IN SCIENCE COMMUNICATION

# Conference Plan

Monday, March 27

2.00 pm – 2.30 pm	Prof. Dr. Olaf Kramer, Markus Gottschling Conference Opening
	<b>Session 1</b> <b>Rhetoric of Recontextualization</b> Chair: Dr. Thomas Susanka
2.30 pm – 3.15 pm	Prof. Dr. Kris Rutten A Rhetorical Approach to the Public Understanding of Behavioural Science
3.15 pm – 4.00 pm	Prof. Dr. Olaf Kramer Making Facts Count. Recontextualization in Knowledge Communication
4.00 pm – 4.30 pm	Coffee break

4.30 pm – 5.15 pm	Markus Gottschling Creating a Rhetorical Situation: Kevin Esvelt's Call for Open and Responsive Science
5.15 pm – 6.00 pm	Dr. Sophia Hatzisawidou Green Arguments: Scientific Evidence and Political Persuasion
8.00 pm	Conference Dinner (at the Wurstküche)

Tuesday, March 28

	<p><b>Session 1 (continued)</b>  <b>Rhetoric of Recontextualization</b></p> <p>Chair: Prof. Dr. Joachim Knape</p>
9.00 am – 9.45 am	<p>Dr. Suzanne Lane, Dr. Andreas Karatsolis</p> <p>Disciplinary Reasoning Diagrams as a Model for Analyzing Rhetorical Situations</p>
9.45 am – 10.30 am	<p>Dr. Thomas Susanka</p> <p>Overcoming Monologue: Questions from a Muted Audience</p>
10.30 am – 11.00 am	<p>Coffee break</p>
11.00 am – 11.45 am	<p>Prof. Dr. Sara D. Hodges</p> <p>Getting to You Through Me: Where Perspective Taking Can and Cannot Take Us</p>
	<p><b>Session 2</b>  <b>Settings of Science Popularization</b></p> <p>Chair: Markus Gottschling</p>
11.45 am – 12.30 pm	<p>Prof. Dr. Joachim Kimmerle</p> <p>Motivated Processing of Medical Information on the Internet: Empirical Findings on Cognitive and Affective Processes</p>

12.30 pm – 2.00 pm	Lunch break
2.00 pm – 2:45 pm	Dr. Philipp Niemann, Philipp Schrögel, Christiane Hauser Cognition, Emotion, Discovery: The Reception of Science Slams
2.45 pm – 3:30 pm	Martijn Wackers Memorable Messages in (Popular) Science? How Speakers Use Rhetorical Retention Techniques in Research Presentations and TED Talks
3:30 pm – 4:00 pm	Coffee break
4:00 pm – 4:45 pm	Kristin Raabe Scientists on the Hero's Journey – Storytelling in Different Communicative Situations
4:45 pm – 5:30 pm	Out of the Lab and into the Streets. Recontextualization of Science and Post-truth Politics.  Plenary discussion Chair: Prof. Dr. Olaf Kramer
6:00 pm	Guided Tour (Starting Point: Alte Aula)
8:00 pm	Reception at the Alte Aula

Wednesday, March 29

	<p><b>Session 3</b>  <b>Processes of Knowledge Transfer</b></p> <p>Chair: Friederike Gräßer</p>
9.00 am – 9.45 am	<p>Prof. Dr. Nina Janich</p> <p>Science revisited – Scientific knowledge in children's books about the 'Kinderuni' of Tübingen</p>
9.45 am – 10.30 am	<p>Julia Siebert</p> <p>Jointly Creating Knowledge: The Transformative Potential of Participatory Research in High School Education</p>
10.30 am – 11.00 am	Coffee break
11.00 am – 11.45 am	<p>Dr. Christoph Kulgemeyer</p> <p>Explaining Physics: What Is Good Explaining and What Skills Does an Explainer Need?</p>
11.45 am – 12.30 pm	<p>Hagen Schick</p> <p>Knowledge Between Decontextualization and Recontextualization. A Critical View at the Concept of Knowledge Management and Related Approaches</p>
12.30 pm – 1.00 pm	<p>Final plenary session</p> <p>Chair: Prof. Dr. Olaf Kramer, Markus Gottschling</p>
1.00 pm	Conference ends