

Summer school “CSR 2015” in details

7 – 11 July 2015

University of West Bohemia, Pilsen, Czech Republic

Program

Days/hours	July 07	July 08	July 09	July 10	July 11
9 -10.30	The Summer school will start at 10.00. Introduction to CSR Summer school: method.	Introduction to the construction of text in written communication.	Laboratory of written communication: analysis of texts prepared by the participants.	Introduction to the construction of text in oral communication.	Laboratory of oral communication: examples of participants’ oral presentations.
11-13	Topics of the theory of communication applied to CSR.	Topics of the construction of text in written communication.	Lab. of written text: work in small groups.	Topics of the construction of text in oral communication.	Lab. of oral presentation and analysis in class.
14.30-16	Each participant introduces her-himself to the class (I).	Each participant introduces her-himself to the class (II).	Lab. of written text: analysis in class of the work in groups.	Analysis in class of the oral presentation of the first day (I).	Analysis in class of the oral presentation of the first day (II).
16.30-18.30	Topics of the theory of communication applied to CSR.	Topics of the construction of text in written communication.	Lab of written text in small groups and analysis in class.	Topics of the construction of text in oral communication.	Lab. of oral presentation and analysis in class. Conclusion, delivery of questionnaires and certificates of attendance. The Summer school will finish at 18.00.

Contents

How to introduce yourselves to the class

Each participant will introduce her-himself to the class **in not more than 10 minutes**: not only name, area of study and home country, but also her-his previous education, and what she-he expects from the “CSR” Summer school. You may use the style which prefer: a slide presentation or an introduction without slides. Every style is welcome (also dance, song, poem, play music, etc), as it is a school of communication, not a scientific meeting or a job interview.

How to prepare yourselves for the laboratories of written and oral communication

- The laboratories of written and oral communication are generally the most appreciated part of the “CSR” proposal, as the participants may apply the theoretical contents to their study and research.
- It should be useful to bring at the “CSR” Summer school examples of written and oral works, made by the participants, possibly already published, in any case examples which each participant wrote or prepared, not their colleagues or their tutor.
- Examples of written compositions: poster, abstract, scientific paper or the index of MSc/PhD thesis. It should be better to bring this material in paper, especially poster, not only their electronic version.
- Examples of oral compositions: slide presentation (in Power Point® or other programs), for scientific meetings, report of the final year (for PhD students), discussion of MSc/PhD thesis.
- Participants will work in small groups, then each group will share in class the work. We will analyze the text on the basis of oral and written communication, not on the basis of the content and details of research.

Registration

All students who need a visa are advised to apply for it at least 3 months before the Summer School CSR commencement. Citizens of most European countries do not need visas to enter the Czech Republic. However, the Czech Foreign Ministry maintains a list of countries that do require a visa. **Please contact the Czech Embassy in your country for current information about the Visa process.**

Application form is available on web site and should be filled in every part by May 31, 2015:
<http://ujp.zcu.cz/en/student/csr/>

Costs

Registration Fee: **350 euro** per person

All candidates wishing to participate in the CSR Summer school 2015 should register and pay the registration fee **not later than June 15, 2015.**

The registration fee includes:

- - Admission to all the lessons
- - Electronic study materials
- - Certificate of attendance

The registration fee does not include:

- - travel to/from Pilsen
- - accommodation and meals

- - health insurance
- - payment for visa, if necessary
- - any other additional costs.

Please make sure that you are completely covered by your current medical insurance policy or that you have purchased a travellers' policy which is explicitly valid in the Czech Republic.

Cancellation policy

In case of cancellation, a written notification must be sent to csr15@ujp.zcu.cz

If the notification is received before June 15, 2015, the participant fee, reduced by a cancellation fee of EUR 50, will be refunded.

If the notification is received on or after June 15, 2015, a cancellation fee corresponding to the entire participant fee will be charged.

All refunds will be made after the Summer school. If you are unable to attend, the name and address of a substituting participant must be notified in writing.

Payment details

Please note that **all bank charges** related to the money transfer will be **borne by the payer**. The method of payment is via a **bank transfer**. Your bank transfer should include the following details:

Beneficiary:

Zapadoceska univerzita v Plzni
Univerzitni 8
306 14 Plzen
Czech Republic

Bank transfer to (address of receiving bank):

Komerční banka, a. s.
Na Příkopě 33 /cp 969
114 07 Praha 1
Czech Republic

SWIFT address: KOMBCZPPXXX

Payer's name

Charges-details: YOUR

Bank Code: 0100

Account No. for payment in EUR

IBAN format of the bank account
48 45 50 02 67
CZ0401000000004845500267

Identification number/Note: CSR_NAME_63100

Please note: **all students** are required to send a **bank statement confirming their payment no later than June 15, 2015** to the following e-mail address: csr15@ujp.zcu.cz

Accommodation

For participants of the CSR Summer school there is accommodation available in the university halls of residence. You can apply for one or two-bedroom suite with shared bathroom and toilet facilities. Accommodation will be available from Monday, July 6, 2015 to Sunday, July 12, 2015. Bed linen is provided; also there is a kitchen on each floor equipped with a refrigerator, cooker, microwave, and jug kettle.

The price per one night in a single room is **230 CZK (8-9 EUR)**.
The price per one night in a double room is **310 CZK (11-12 EUR)**.
The accomodation will be payed at the check-in in cash (CZK).

The address of accommodation facilities:

VS Koleje
Zapadoceska univerzita v Plzni
Klatovska 200
306 14 Pilsen
Czech Republic

Check-in

You can register at the university halls of residence from July 6, 2015, not before 2 p.m.

At the check-in, each participant must pay the price and a deposit of czk 500 (18 EUR) in cash.

The deposit will be refunded back to the participant during the check-out (provided you leave your room without any damage).

Check-out

Sunday, July 12, 2015, 12 a.m. at the latest.

Meals

All participants will have the opportunity to have their lunch in the university canteen directly in the campus and their dinners in restaurants close to the university halls of residence or downtown. Lunches can also be purchased at the campus's cafeteria and can be paid for in cash.

The price of an average meal in the university canteen varies **from 50 to 100 CZK (2-4 EUR)**.

The price of a standard meal in a restaurant usually varies **from 100 to 150 CZK (4-6 EUR)**.

Recommended restaurants and cafés:

Baštírna u Kaplíře – Kaplířova 14

Moje Café – Kaplířova 14

Restaurant Švejk - Klatovská 125

Pizzeria San Marino - Raisova 36

Restaurace Tabule - Máchova 6

Restaurace Slavia – U Borského parku 21

Location

The Institute of Applied Language Studies
University of West Bohemia
Univerzitní 22
306 14 Pilsen
Pilsen, Czech Republic

Further details

Pilsen

The city of Pilsen, metropolis of West Bohemia, is located 90 km from Prague, the capital of the Czech Republic. Pilsen is an important industrial, commercial, cultural, and administrative centre, famous for its brewery and the Skoda works factory. The city was founded in 1295 and its historical centre offers buildings that date from the Middle Ages, and also underground passages now open to the public. The

population of Pilsen is about 165, 000. Being a centre of international cultural events and festivals, Pilsen has been awarded the title of the European Capital of Culture for 2015 - <http://www.pilsen.eu>.

How to get from Airport of Prague to Pilsen

<http://www.pilsen.eu/tourist/information/transport-to-pilsen/transport-to-pilsen.aspx>

How to get to the campus

<http://www.zcu.cz/about/mapy.html>

“CSR” history

Maria Flora Mangano, earned her PhD in biochemistry in Italy, at the University of Milan, in 1999; then she left the research laboratory to study science communication. In 2003 she started to teach communication through meetings and courses dedicated to trainees at scientific faculties of Italian universities. In 2014 she started a second PhD in humanities and intercultural studies at the University of Bergamo (Italy).

Her website - http://www.comunicazionericercascientifica.it/index_en.html - and the articles she publishes are attempting to start filling a gap: the need for more formal education of communication among scientists. It is a challenge for scientific disciplines, where so much research is done with such a little communication. She has published a handbook of communication of scientific research. It has been written in Italian (1st ed. 2008; 2nd ed. 2013) and Spanish (2009). It is a 100 pages handbook for professionals of science: young scientists, like PhD students and postdoctoral fellows. It is offered to scientists as a tool to understand how to communicate their research, either written or oral, better. The handbook specifically deals with various forms including a scientific paper, poster, PhD thesis and scientific presentation.

Maria Flora Mangano teaches communication of scientific research at Italian universities and organizes regular “schools”. There were already 3 courses dedicated to communication of scientific research held in Pilsen, at the University of West Bohemia in 2014 and 2015. In July 2015 the first summer school will take place.

For further information please contact:

web site: <http://uij.zcu.cz/en/student/csr/>

email: csr15@uij.zcu.cz



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