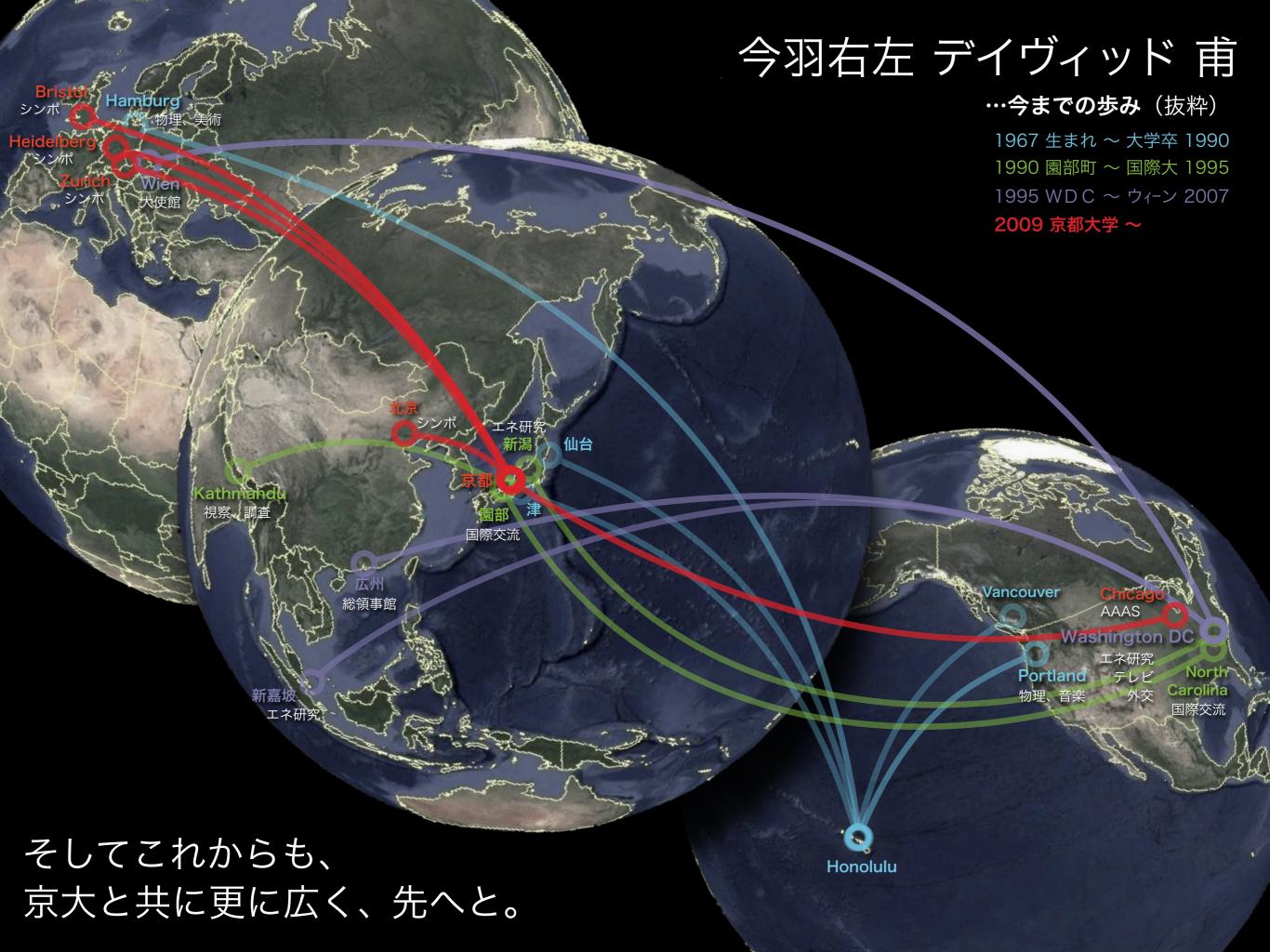
## Hands On 海外広報

大学・研究機関発プレスリリース をどう作るのか?



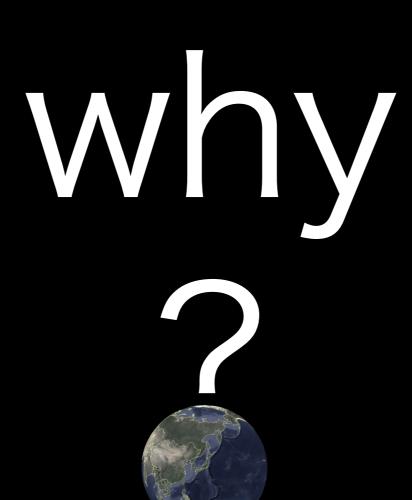
国際科学広報に関するワークショップ OIST・2015.3.20 学術研究支援室(KURA)シニアURA 今羽右左 デイヴィッド 甫 David Hajime Kornhäuser

KURA

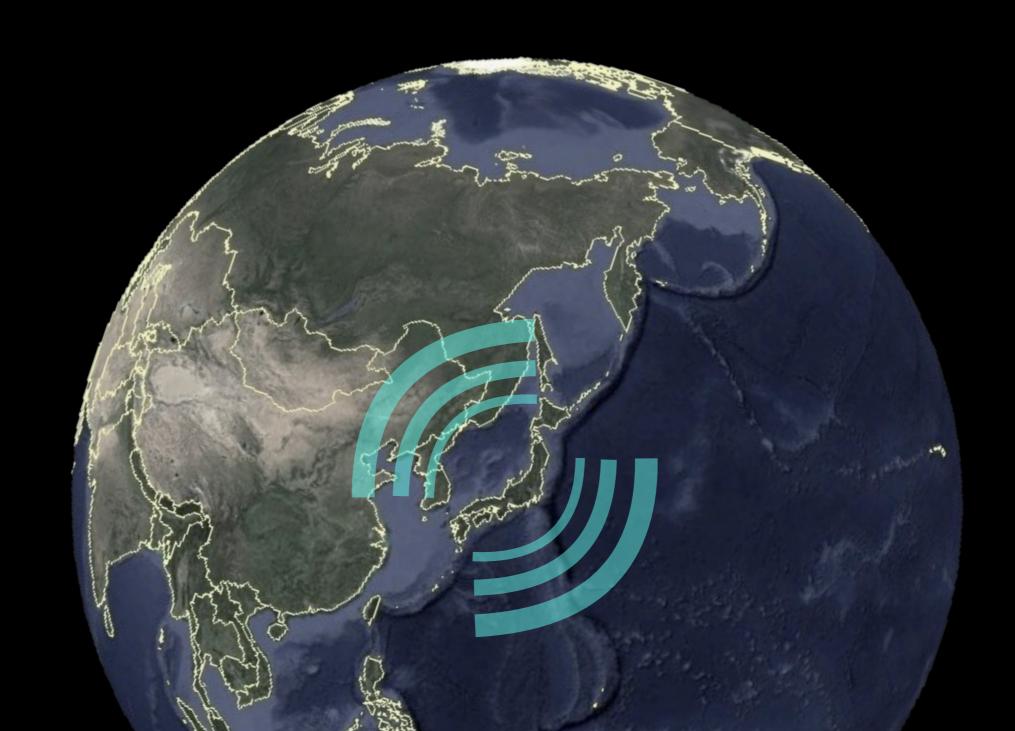


大学・研究機関発プレスリリースをどうつくるのか?

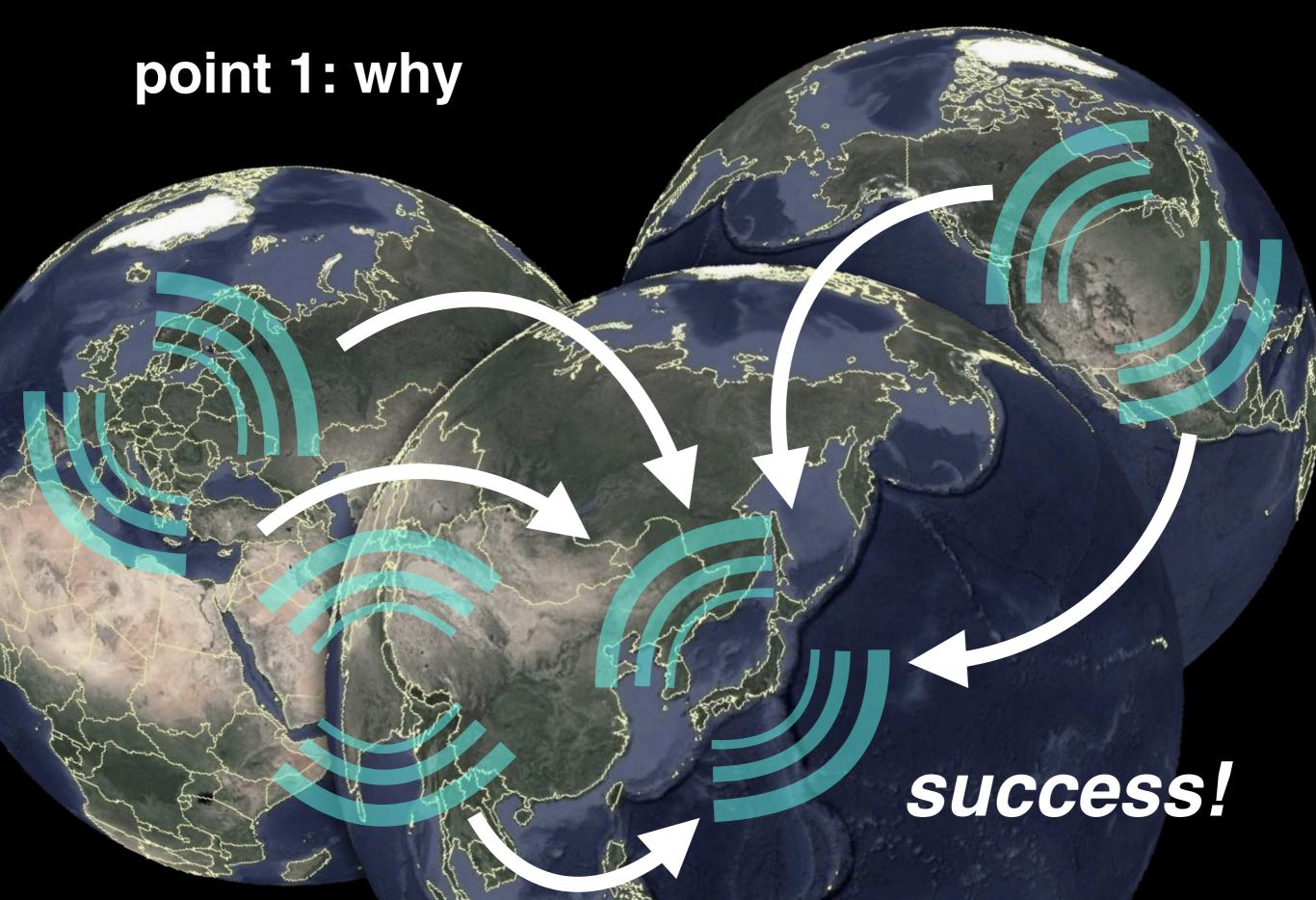
## point 1



## point 1: why



大学・研究機関発プレスリリースをどうつくるのか?

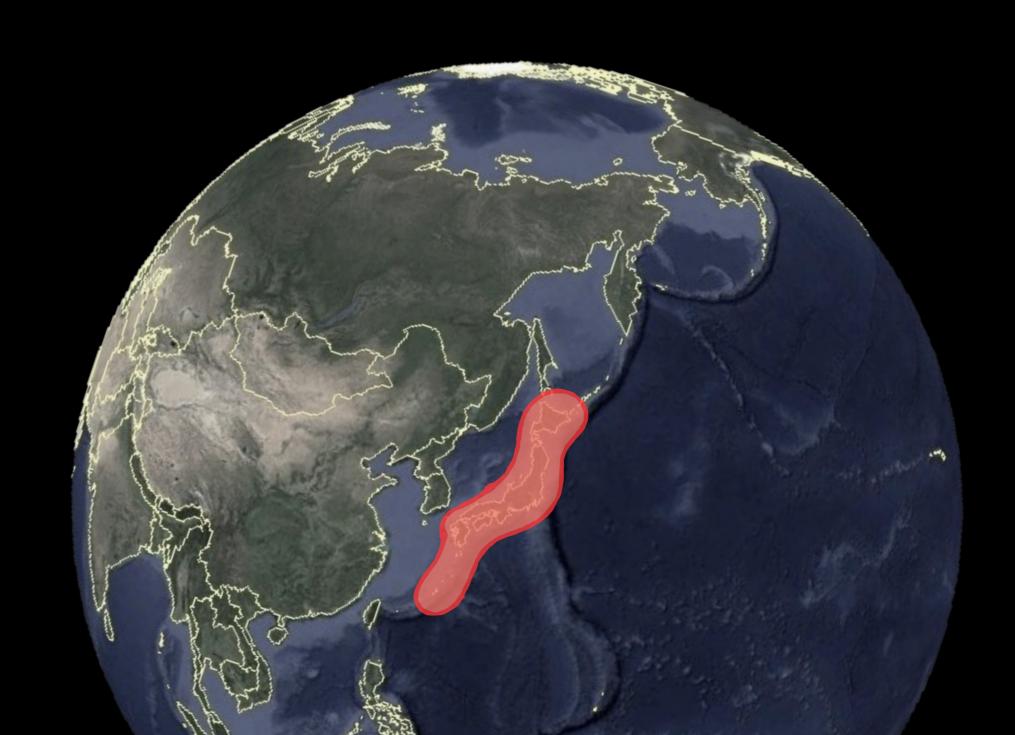


## point 2

# 

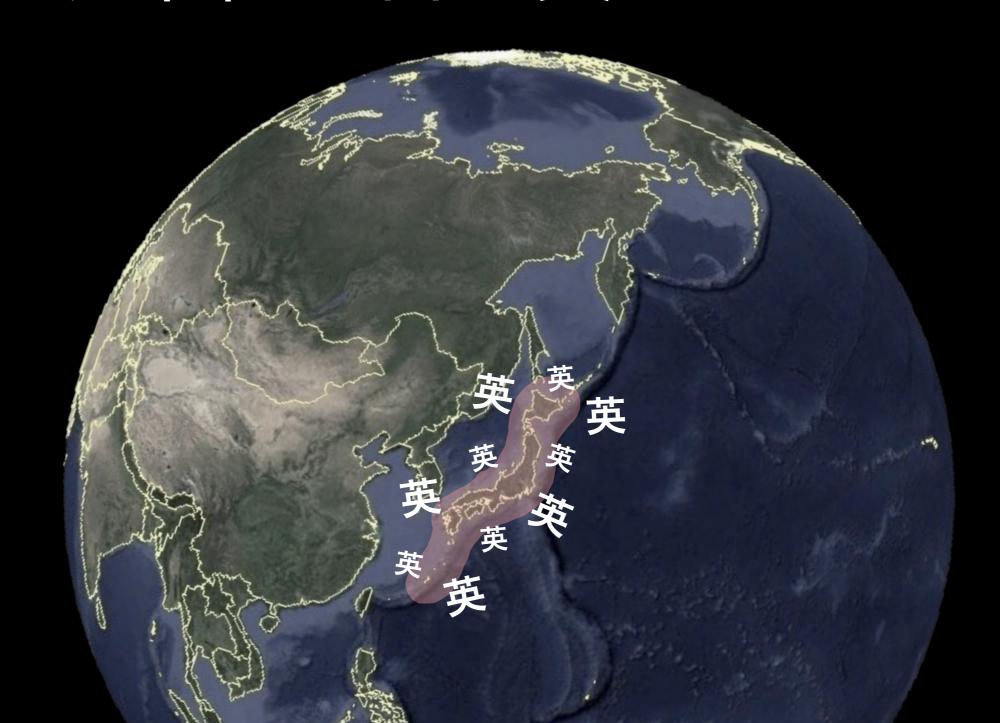


## point 2: how



#### point 2: how

…但し、単純に日→英ではない!



## 余談2: 日英プレス向け研究成果発表文の違い

英

論文ベース

長い

細かい

図が多い

専門用語だらけ

記事ベース

短い

(やや) 一般向け

図が少ない

専門用語控えめ

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#### □ 古川修平准教授・北川進教授ら、化石化を逆転させて多孔性メゾ構造体の形をデザイン: 高速分離でバイオエタノール精製などの効率化へ [Nature Materials]



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PDF: 1.5MB

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文献情報 → 関連リンク → 関連記事・報道

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## ①組織、関係者紹介

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**↓** 関連リンク

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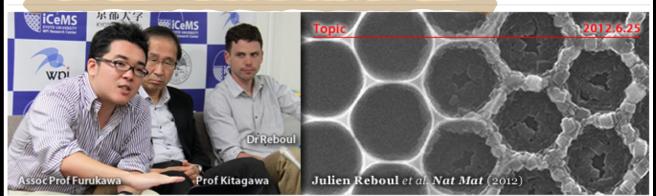
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## ②研究成果、応用

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Publication information

→ Related link

Media coverage

June 25, 2012

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Descriptions

2. The same section of the same

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## ③英文のみコンテンツ

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## 余談2: 日英プレス向け研究成果発表文の違い

英

論文ベース 記事ベース 長い 短い (やや) 一般向け 細かい 図が多い 図が少ない 専門用語だらけ 「研究者の声」

Contact: David Kornhauser pr@icems.kyoto-u.ac.jp 81-757-539-755

Institute for Integrated Cell-Material Sciences, Kyoto University

#### Faster, cheaper gas and liquid separation using custom designed and built mesoscopic structures

#### Building larger porous coordination polymer architectures

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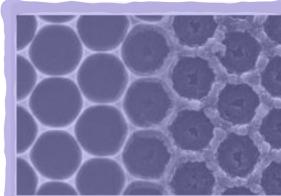
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showing (left) an alumina-based honeycomb lattice with approximately one micron diameter cells, from which (right) an equivalent porous coordination polymer (PCP) architecture is derived using "reverse fossilization."...

Click here for more information.

## 余談3: インパクトのあるタイトルを書こう!

"ASAP"

できる限り短く

applications

応用

results

結果

jargon-free!

唐 月 月 月 月

## 余談4: 中身の話し ~英文発表文のミソ~

- Lead (applications & results)
- Background
- (more background)
- Quotation 1
- Still more background
- Quotation 2
- (more applications)
- (Quotation 3)

応用と結果

背景



「若手研究者の声」

「偉い先生の声」

大学・研究機関発プレスリリースをどうつくるのか?

## 余談5: リリース解剖劇場

#### 古川修平准教授・北川進教授ら、化石化を逆転させて多孔性メゾ構造体の形をデザ イン:高速分離でバイオエタノール精製などの効率化へ [Nature Materials]



**▼** 関連リンク

2012年6月25日

京都大学物質 – 細胞統合システム拠点(iCeMS=アイセムス)の北川進副拠点長・教授、古川 修平iCeMS准教授、ジュリアン・ルブールiCeMS研究員らの研究グループは、ナノとマクロの 間のメゾスコピック領域において、様々な多孔性構造体をデザインする全く新しい手法の開発に 世界で初めて成功しました。こうして作った物質は、気体や液体の高速分離材料としての応用が 期待されます。



PDF: 1.5MB

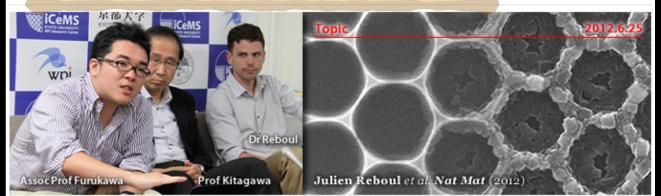
「化石化」は有機物でできた生き物・細胞などがその「形」を保ったまま無機物である石など に置き換わることで起こります。今回の研究では、その逆変換となる「逆化石化(無機物への有 機物の導入)」を起こすことで、新しい材料を作る手法を開発しました。無機物であるアルミナ を様々な構造体にあらかじめ成形しておき、その構造体の「形」を保ったまま、有機物と無機物からなる「多孔性 金属錯体(PCPもしくはMOF、以下「PCP」という)」を合成するという手法です。これにより、様々なサイズの 構造体を作ることが可能になりました。今回の研究では特に、メゾスコピック領域やマクロスコピック領域(1マ イクロメートル以上)で孔の空いた構造体を作ることに成功し、PCPの持つ「ナノサイズ」の細孔と合わせて、ナ ノーメゾーマクロ領域の広範囲に及ぶ階層的な細孔を持つ材料の合成が可能になりました。さらに、この新しい多

孔性構造体がバイオエタノール精製において重要な、水とエタノールの高速分離に非常に効果的であることを明ら かにしました。PCPは人間の生活に欠かせない分離技術への応用が期待されている材料であり、今後この手法によ り様々な気体や液体の高速分離への応用が加速するものと期待されます。

今回の研究は、JST戦略的創造研究推進事業 ERATO型研究「北川統合細孔プロジェクト」(研究総括:北川進) の一環として行われました。本成果はロンドン時間2012年6月24日(日本時間25日)に英科学誌「Nature Materials(ネイチャー・マテリアルズ)」オンライン速報版で公開されました。



#### [Nat Mater] Faster, Cheaper Gas and Liquid Separation Using Custom Designed and Built Mesoscopic Structures



→ Publication information

→ Related link

Media coverage

June 25, 2012

Kyoto, Japan -- In what may prove to be a significant boon for industry, separating mixtures of liquids or gasses has just become considerably easier.

Using a new process they describe as "reverse fossilization," scientists at Kyoto University's WPI Institute for Integrated Cell-Material Sciences (iCeMS) have succeeded in creating custom designed porous substances capable of low cost, high efficiency separation.

The process takes place in the mesoscopic realm, between the nano- and the macroscopic, beginning with the creation of a shaped mineral template, in this case using alumina, or aluminum oxide. This is then transformed into an equivalently shaped lattice consisting entirely of porous coordination polymer (PCP) crystals, which are themselves hybrid assemblies of organic and mineral elements.

"After creating the alumina lattice," explains team leader Assoc. Prof. Shuhei Furukawa, "we transformed it, molecule for molecule, from a metal structure into a largely non-metallic one. Hence the term 'reverse fossilization,' taking something inorganic and making it organic, all while preserving its shape and form."

After succeeding in creating both 2-dimensional and 3-dimensional test architectures using this technique, the researchers proceeded to replicate an alumina aerogel with a highly open, sponge-like macro-structure, in order to test its utility in separating water and ethanol.

"Water/ethanol separation has not been commonly possible using existing porous materials," elaborates Dr. Julien Reboul. "The PCP-based structures we created, however, combine the intrinsic nano-level adsorptive properties of the PCPs themselves with the meso- and macroscopic properties of the template aerogels, greatly increasing separation efficiency and capacity."

ab head and iCeMS Deputy Director Prof. Susumu Kitagawa sees the team's achievement as a significant advance. "To date, PCPs have been shown on their own to possess highly useful properties including storage, catalysis, and sensing, but the very utility of the size of their nanoscale pores has limited their applicability to high throughput industrial processes.

#### Magnetic brain stimulation

New technique could lead to long-lasting localized stimulation of brain tissue without external connections.

■ Watch Video

#### David L. Chandler | MIT News Office March 12, 2015

Press Inquiries

#### RELATED

Researchers at MIT have developed a method to stimulate brain tissue using external magnetic fields and injected magnetic nanoparticles — a technique allowing direct stimulation of neurons, which could be an effective treatment for a variety of neurological diseases, without the need for implants or external connections.

The research, conducted by Polina Anikeeva, an assistant professor of materials science and engineering, graduate student Ritchie Chen, and three others, has been published in the iournal Science.

Previous efforts to stimulate the brain using pulses of electricity have proven effective in reducing or eliminating tremors associated with Parkinson's disease, but the treatment has remained a last resort because it requires highly invasive implanted wires that connect to a power source outside the brain.

"In the future, our technique may provide an implant-free means to provide brain stimulation and mapping," Anikeeva says.

In their study, the team injected magnetic iron oxide particles just 22 nanometers in diameter into the brain. When exposed to an external alternating magnetic field — which can penetrate deep inside biological tissues — these particles rapidly heat up.

Paper: "Wireless Magnetothermal Deep Brain Stimulation"

Polina Anikeeva

Department of Materials Science and Engineering

Research Laboratory of Electronics

School of Engineering

#### **ARCHIVES**



New fibers can deliver many simultaneous stimuli

## How fallopian tubes carry eggs unidirectionally

NATIONAL INSTITUTES OF NATURAL SCIENCES









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Researchers in Japan have revealed the mechanism that determines the direction of the transportation of eggs in the fallopian tube.

Fallopian tubes, or oviducts, connect the ovaries and uterus. They are also the place where the egg and sperm meet and fertilization occurs, in addition the tubes have the ability to carry the eggs/embryos to the uterus. Because of these important roles they are an absolutely essential part of the reproductive system. The luminal cells of the fallopian tubes have cilia (hair-like structures) on their surfaces, and by the ciliary movement of these small hair-like structures a flow is created directed from the ovary to the uterus. This important flow carries the eggs from the ovary toward the uterus. Because of the way this system

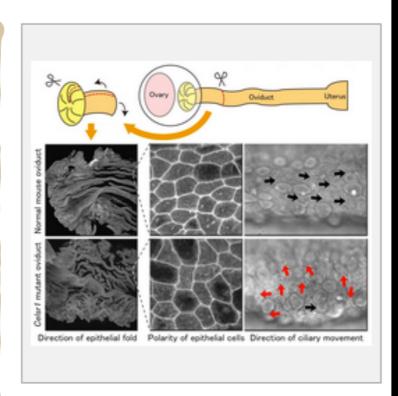


IMAGE: IN THE FALLOPIAN TUBES OF MICE THAT HAVE LOST THE CELSR1 PROTEIN, VARIOUS POLARITY IMPAIRMENTS COVERING MULTIPLE LEVELS ARE OBSERVED, view more >

CREDIT: © NIBB

works, disruption of the ciliary movement, or the flow, causes a reduction of the transport capacity of the fallopian tube, and is one of the causes of infertility. However, the mechanism that produces this essential fallopian tube flow in a pre-determined direction has, until now, not been clearly studied.

The research group of Prof. Toshihiko Fujimori and colleagues of the National Institute for Basic Biology, a member institute of the National Institutes of Natural Sciences, in collaboration with the Kyoto University, and the Université catholique de Louvain has clarified

## What are the mechanisms of zooxanthella expulsion from coral?

#### HIROSHIMA UNIVERSITY













#### This news release is available in Japanese.

Coral bleaching, which often results in the mass mortality of corals and in the collapse of coral reef ecosystems, has become an important issue around the world, with the number of coral reefs decreasing annually. Associate Professor Kazuhiko Koike and Ms. Lisa Fujise of the Graduate School of Biosphere Science at Hiroshima University and their collaborators have proposed mechanisms that might cause coral bleaching and damage. This research group demonstrated that corals more actively digest and expel damaged symbiotic zooxanthellae under conditions of thermal stress, and that this is likely to be a mechanism that helps corals to cope with environmental change. On the other hand, if the stressful conditions prevail, accumulation of the damaged symbiotic zooxanthellae may not maintain the

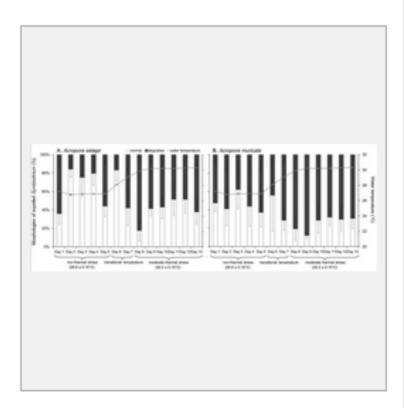
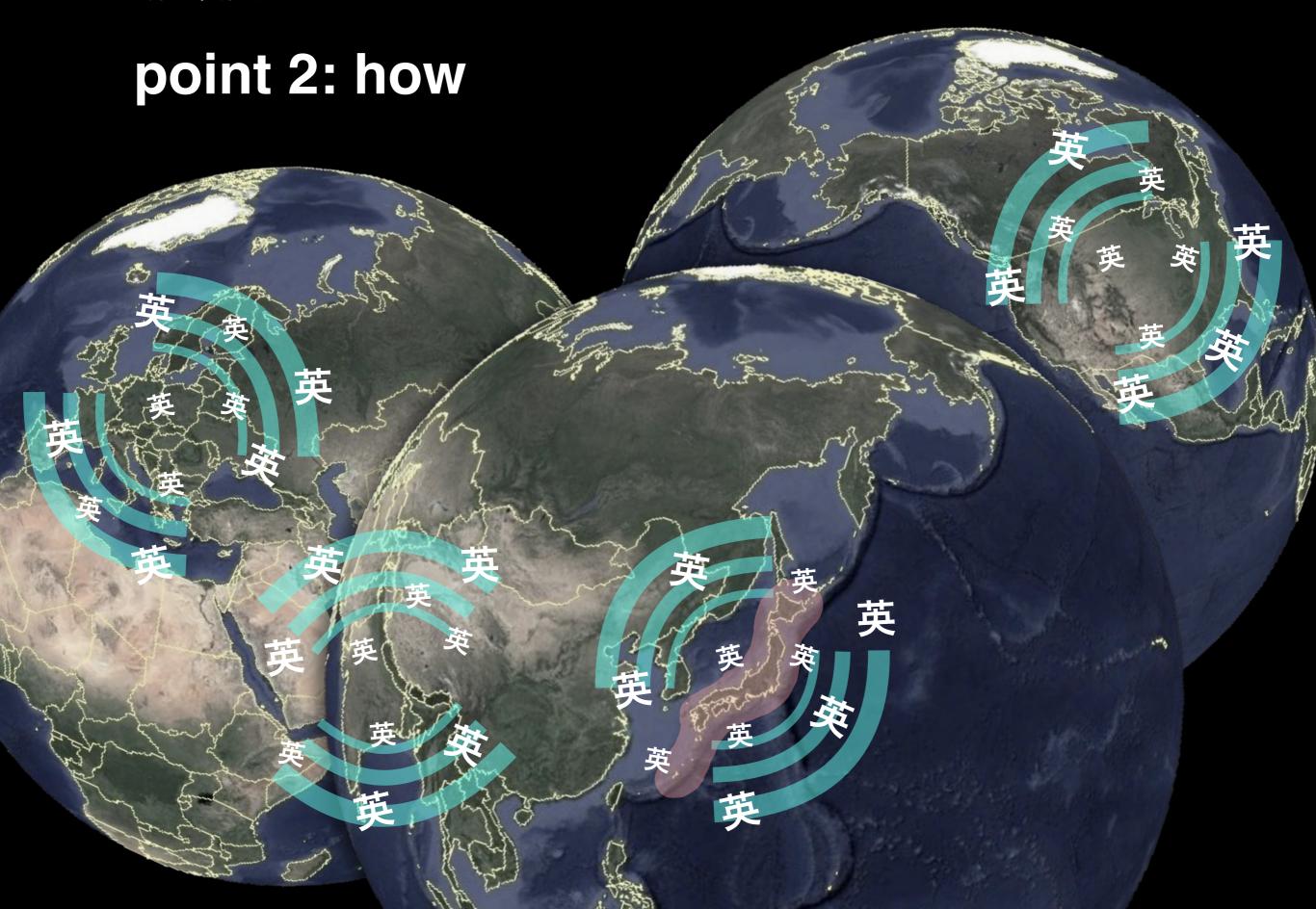


IMAGE: THE RATIO OF DEGRADED ZOOXANTHELLA
(SYMBIODINIUM) CELLS (BLACK BARS) EXPELLED
FROM THE TWO CORAL SPECIES ARE SHOWN. BARS
SHOW THE NORMAL (WHITE) AND DEGRADED
(BLACK) FORMS OF ZOOXANTHELLAE. DOTTED
LINES... view more >

CREDIT: FUJISE ET AL., PLOS ONE. DOI: 10.1371/JOURNAL.PONE.0114321, FIG. 4

expulsion, which will gradually accumulate in coral tissues. These researchers consider that this loss of zooxanthellae and the accumulation of damaged cells results in coral bleaching. These results were published as an article in *PLOS ONE* entitled "Moderate thermal stress causes active and immediate expulsion of photosynthetically damaged zooxanthellae (*Symbiodinium*) from corals" DOI: 10.1371/journal.pone.0114321.

大学・研究機関発プレスリリースをどうつくるのか?



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## point 3

# WO



## Zurich Universityの場合...

- 大学広報にサイエンスライター6名
- ・科学に興味のある文系出身の人
- 出来ればメディアの経験も...

京都大学の場合...

大学広報にサイエンスライター0名

•

日本の場合… (案)

- サイエンスライター採用
- ・科学に興味のある文系出身の人
- 出来ればメディアの経験も
- 英語苦手でもOK!



## 日本の場合… (案)

- サイエンスライター採用
- ・科学に興味のする文系出身の人
- ・出来れば、ディアの経験も
- 英語苦手でもOK!

英語に

良い!

- 日本の場合...(案)
- サイエンスライター採用
- ・科学に興味のある文系出身の人
  すれば
- ・出来ればメディアの経験も
- 英語苦手でもOK!

そして読みやすい 日本語も使える!

## point 4

# When



#### point 4: when

# now of course!