

On Monday, February 4th, 2019, Christine Ferran, a communications manager at INSERM, presented her trade and its goal to an entire first-year class of the University Institute of Technology in Rodez.

She first introduced the various parts of her speech before getting to the heart of the matter. INSERM is an organisation that has agreed to sign a charter on ethics, a fundamental principle in medicine. Except that her field is medicine mixed with communications, which makes this woman's task all the more difficult.

Ms. Ferran is in charge of information management and her work needs to be as qualitative as possible. Her role is to transmit information that is both ethical and correct.

However, it is difficult for her to interact in the same way with all her different correspondents as they do not act in the same way and follow codes specific to each trade. In this way, they will have trouble associating the results of the scientists with the answers that journalists want.

On the other hand, medical communications are permanent because there is new knowledge every day and it must be shared. Communications services therefore use press kits, press releases or social networks.

Finally, the main purpose of communications is to share the truth with society, without hiding it.

One of the reasons for her visit was also to promote the importance of women in society as INSERM is one of the companies that wants to promote females.



Marie Fages, Infocom 1