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Disciplina	629.4743
Soggetti	Space sciences Communication Public relations Internet marketing Space Sciences (including Extraterrestrial Physics, Space Exploration and Astronautics) Communication Studies Media and Communication Corporate Communication/Public Relations Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di contenuto	What this book is about -- Science and Space in Society (by Rossella Spiga) -- Institutional Space Communication -- Space Communication for the Public -- Space Communication for the stakeholders -- Some Space missions and events as case studies on space communication -- Future trends in Space Communication.
Sommario/riassunto	This book offers an enlightening analysis of the ways in which the communication of space explorations has evolved in response to political and social developments and the availability of new media and communication tools. Important challenges to effective communication are discussed, including the diversity of audiences, the risks associated with space missions, and continuing skepticism about the benefits of space research despite the many associated day-to-day applications. In addition, future trends in communication are examined with reference

to likely trends in space exploration over the coming century. Besides space communication for the public, the need for targeted messaging to each group of stakeholders – decision makers, media, opinion leaders, the scientific community, and industry – is analyzed in detail. A series of case studies of particular space missions, both successful and unsuccessful, is presented to illustrate key issues. The book has significant implications for the communication of science in general and will be of interest to a wide audience, including space scientists, science communication professionals, people fascinated by exploration and discovery, stakeholders, and educators.
