

1. Record Nr.	UNINA9910454559203321
Titolo	Communicating biological sciences [[electronic resource]] : ethical and metaphorical dimensions / / edited by Brigitte Nerlich, Richard Elliott, and Brendon Larson
Pubbl/distr/stampa	Farnham, Surrey, England ; ; Burlington, VT, : Ashgate, c2009
ISBN	1-317-16369-9 1-317-16368-0 1-282-26110-X 9786612261107 0-7546-7633-1
Descrizione fisica	1 online resource (267 p.)
Altri autori (Persone)	NerlichBrigitte <1956-> ElliottRichard <1982-> LarsonBrendon
Disciplina	306.4/5 570.14
Soggetti	Science news - Moral and ethical aspects Communication in science Metaphor Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents; List of Figures and Tables; Notes on the Contributors; Preface; Acknowledgements; 1 Communicating Biological Sciences: An Introduction; PART I SETTING THE SCENE: ISSUES OF HYPE, HUBRIS AND HUMILITY; 2 How Journalism Can Hide the Truth about Science; 3 Technologies of Humility: Citizen Participation in Governing Science; PART II SCIENCE COMMUNICATION, ETHICS AND FRAMING: MODELS AND CULTURAL REALITY; 4 The Ethics of Framing Science; 5 Bioethical Decisions and the Public Sphere: A Cross-Cultural Perspective; 6 Journalism and Society 7 Science Communication and Ethics - Trying to Get it Right: The Science Media Centre - A Case StudyPART III SCIENCE

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13 Breakthroughs and Disasters: The (Ethical) Use of Future-Oriented Metaphors
14 Craig Venter and the Re-programming of Life: How Metaphors Shape and Perform Ethical Discourses; EPILOGUE; 15 Blame Francis Bacon: The Metaphor of Progress and the Progress of Metaphor in Science; Index

Sommario/riassunto

Communicating Biological Sciences discusses the 'ethics' of science communication in light of recent developments in biotechnology and biomedicine. It focuses on the role of metaphors in the creation of visions and the framing of scientific advances, as well as their impact on patterns of public acceptance and rejection, trust and scepticism. Its rigorous investigation will appeal not only to science writers and scientists, but also to scholars of sociology, science and technology studies, media and journalism.
