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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.
