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Soggetti	Communication in science Science news Science - Vocational guidance
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An invitation to researchers -- Know your audience -- The landscape of journalism -- Covering science -- The problem of objectivity -- The scientist as source -- Public relations -- Telling stories on radio and TV -- Telling science stories online -- Writing about science and technology -- The editorial and op-ed pages -- Writing books -- On the witness stand -- Making policy -- Other venues.
Sommario/riassunto	Am I Making Myself Clear? shows scientists how to speak to the public, handle the media, and describe their work to a lay audience on paper, online, and over the airwaves. It is a book that will improve the tone and content of debate over critical issues and will serve the interests of science and society.