1. Record Nr. UNINA9911019507603321 Autore Ledouble Hélène Titolo Popularizing Science: The Complex Terminological Interactions Between Scientific and Press Discourses Within the Field of Agroecology Pubbl/distr/stampa Newark: .: John Wiley & Sons, Incorporated, . 2024 ©2024 **ISBN** 9781394299003 1394299001 9781394298983 1394298986 Edizione [1st ed.] Descrizione fisica 1 online resource (230 pages) Disciplina 501.4 Soggetti Mass media and scientists Science journalism Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Cover -- Title Page -- Copyright Page -- Contents -- Foreword --Nota di contenuto Preface -- Acknowledgments -- Introduction -- Part 1 The Challenge of Popularizing Science -- Introduction to Part 1 -- Chapter 1 The Dialogue Between Science and Society -- 1.1. The popularizing project -- 1.1.1. How we talk about popular science -- 1.1.2. Promoting popularization -- 1.2. Science in the media and the multiplicity of actors -- 1.2.1. From scholarly knowledge to social knowledge --1.2.2. Perspectives on science and experts -- 1.3. Scientific and media approaches to popularization -- 1.3.1. Divergence between scientific and media approaches -- 1.3.2. Convergences between these approaches -- Chapter 2 Discourses on Science -- 2.1. Genres in scientific communication -- 2.2. Scientific discourse -- 2.2.1. Terminological variation in specialized discourse -- 2.2.2. Specialized and general language -- 2.3. Scientific media discourse -- 2.3.1. Language and variation in the popularization process -- 2.3.2. Parallel between popularization and education -- Chapter 3 Theoretical and

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Sommario/riassunto

This book delves into the complex interactions between scientific and media discourses, with a focus on agroecology. It examines how scientific knowledge is transformed into social knowledge through media channels, highlighting the challenges and opportunities of popularizing science. The author, Hélène Ledouble, explores the divergence and convergence of scientific and media approaches, the role of language in the popularization process, and the implications for public understanding of science. Targeted at academics, media professionals, and those interested in science communication, it provides insights into the dynamics of science in the public sphere, particularly through the lens of agroecology.