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Nota di contenuto	Frontmatter -- Imprint -- Preface -- Editorial -- I. BASICS -- Basics Contents -- 1. Science with and for society -- 2. What is science communication? -- 3. The history of science communication -- 4. Goals of science communication -- 5. Inform, interact, involve -- 6. Science communication and science journalism -- 7. Science education -- 8. Authenticity in science communication -- 9. The communicating scientist -- 10. The science of science communication -- 11. Trust in science -- II. STRATEGY -- STRATEGY Contents -- 12. Stakeholders of science -- 13. Target groups of science communication -- 14. Institutional communication strategy -- 15. Internal communication -- 16. Communications departments -- 17. Science as a brand -- III. GET STARTED -- GET STARTED Contents -- 18. Learning science communication -- 19. Media training -- 20. Public engagement -- 21. Ingredients of a good story -- 22. Language and simplification -- 23. Numbers and statistics -- 24. Communicating uncertainty -- 25. Visual communication -- 26. Evaluation of science communication -- IV. CHANNELS -- CHANNELS Contents -- 27. Interpersonal communication -- 28. Website -- 29. Social media -- 30. Channels of social media -- 31. Videos -- 32. Podcasts -- 33. Print materials -- 34. Science comics -- 35. Press releases -- 36. Press invitations and conferences -- 37. Events -- 38. School lab -- 39. Science slam -- 40. Science shows and festivals -- 41. Science centres and museums -- V. HOT TOPICS -- HOT TOPICS Contents -- 42. Competition in science communication --

43. Bad science and misrepresentation -- 44. Fake news, misinformation and disinformation -- 45. Science Media Centres -- 46. Engaging with policymakers -- 47. Risk communication -- 48. Crisis communication -- 49. Animals in research -- 50. Ethical perspectives -- 51. AI in science communication -- References -- Authors -- Partners

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Sommario/riassunto

Science communication is becoming increasingly important. Research institutions, scientists and science communicators want to engage with society, share their knowledge and build trust. At the same time, it is about competition for research funds and top personnel. So how do you get it right - and what do you need to consider when developing your communication strategy? This handy and entertaining book provides the basics of goal-oriented science communication. It is aimed at career-building scientists and anyone who wants to take their first steps in the field of science communication. Experienced international authors in the field share their essential thoughts on important aspects of contemporary science communication.

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