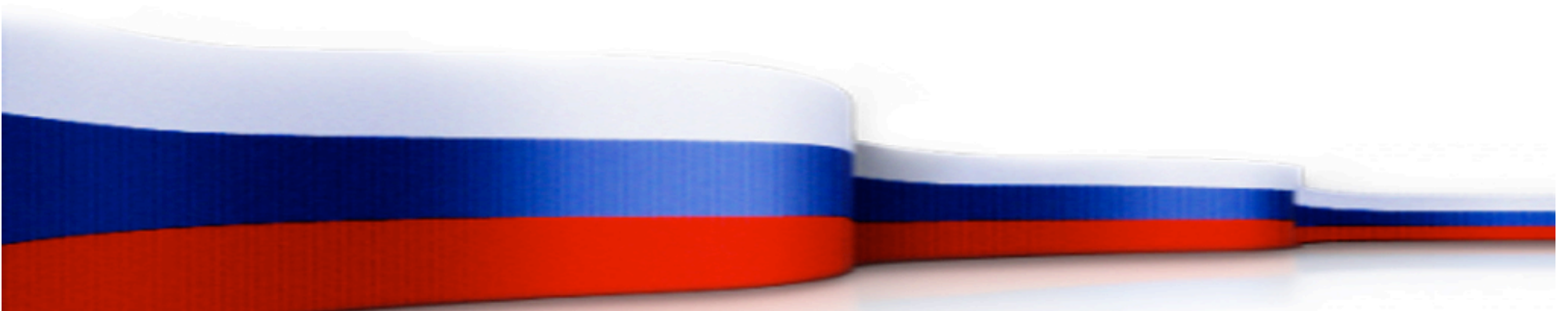
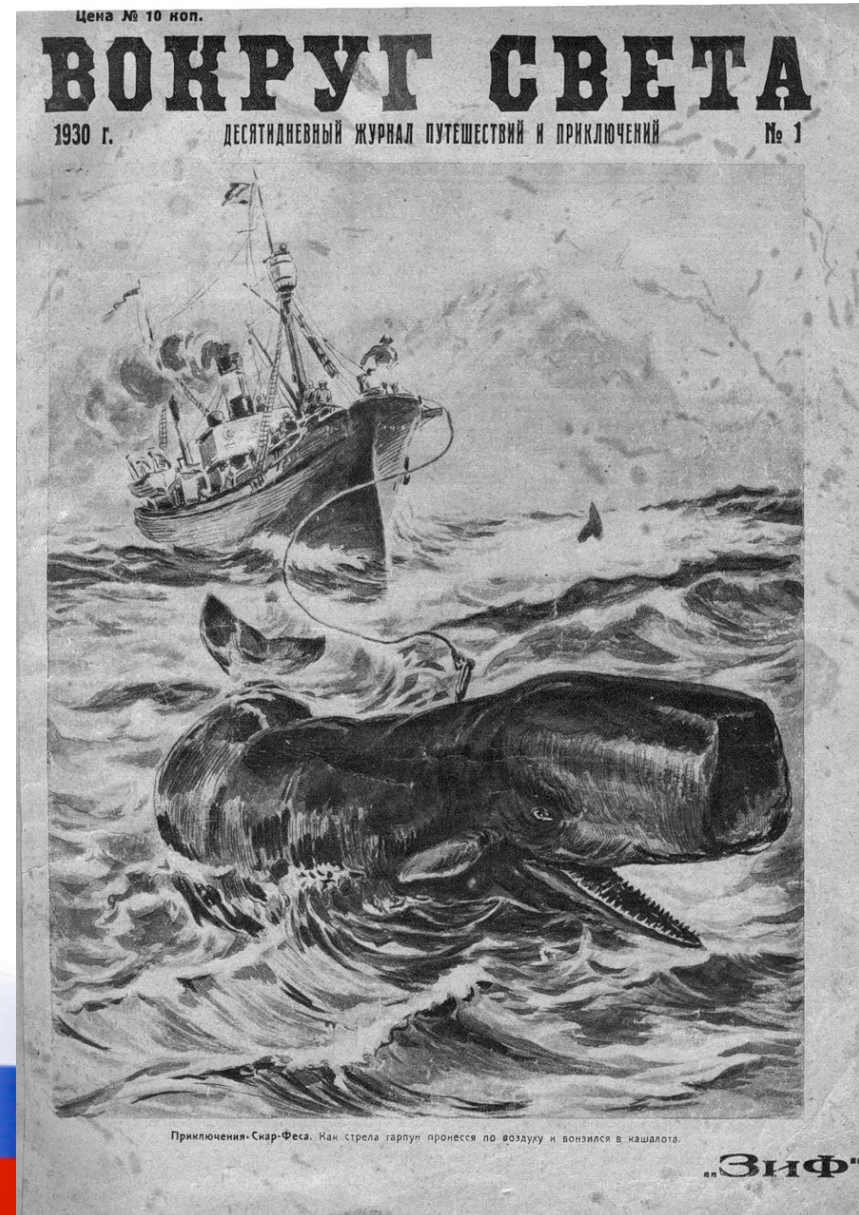


Science communication in Russia

Erice Science Journalism School 2018



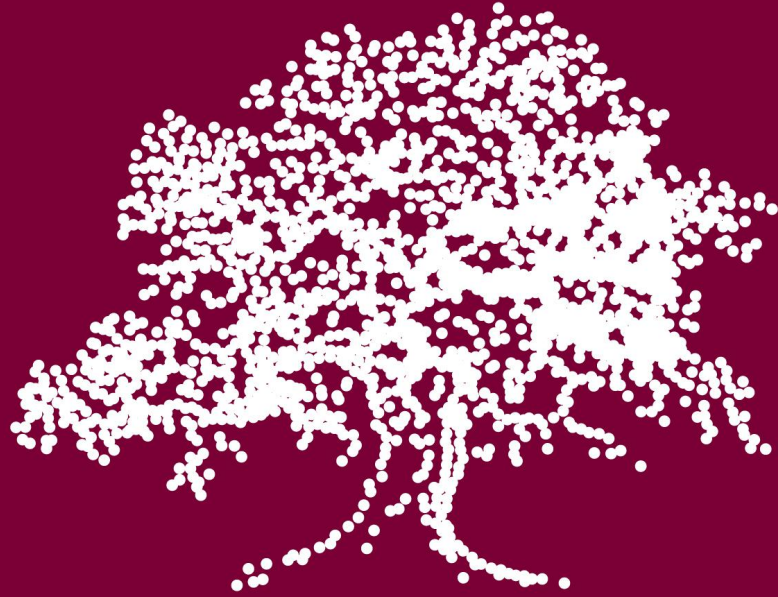
Science journalism in USSR



ISSN 0131-1417

— Птица! Не летай над аэродромом, не садись на высоковольтную мачту — это опасно и тебе и людям! — Как научиться предупреждать пернатых на их птичьем языке!...



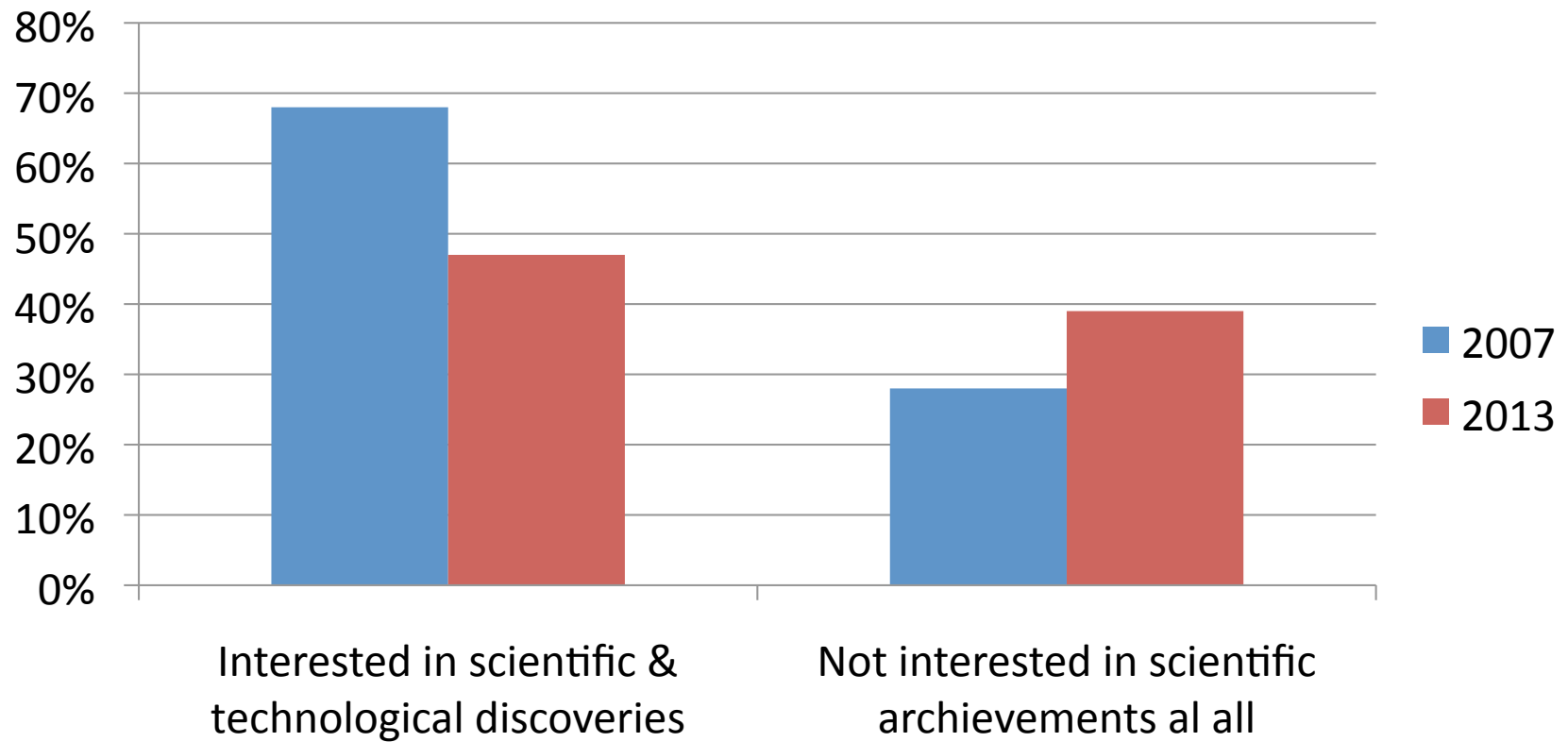


Фонд Дмитрия Зимина

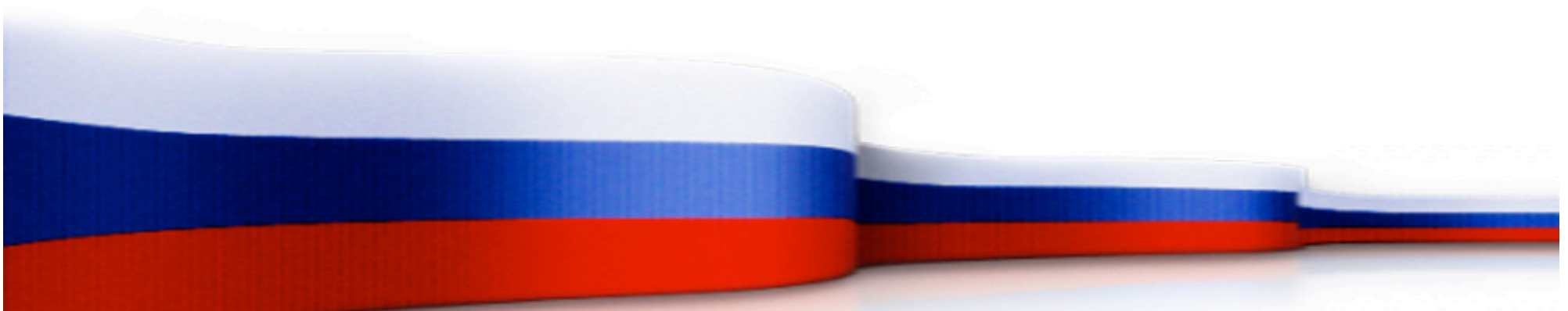
ДИНАСТИЯ

Renaissance of science
journalism and science
communication in Russia
started around mid-2000





Russian Public Opinion Research Center, 2016



Important aspects of Science Communication in Russia

- ❖ **There is no relation between receiving governmental grants and being successful at self-promotion in media** -> Scientists are reluctant about communication with journalists
- ❖ **Science communicators and journalists have to learn mostly by themselves**
 - ❖ No science journalism master's program
 - ❖ 1 science communication master's program
 - ❖ Schools are organized on personal initiative
- ❖ **Popularizer popularizes for other popularizers**



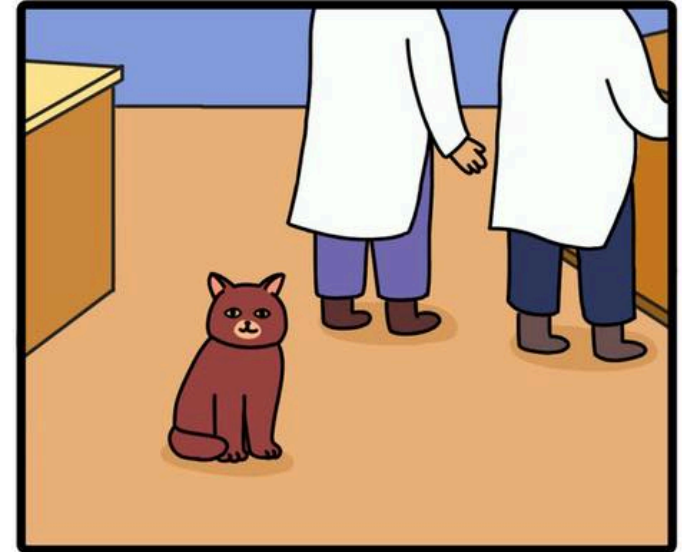
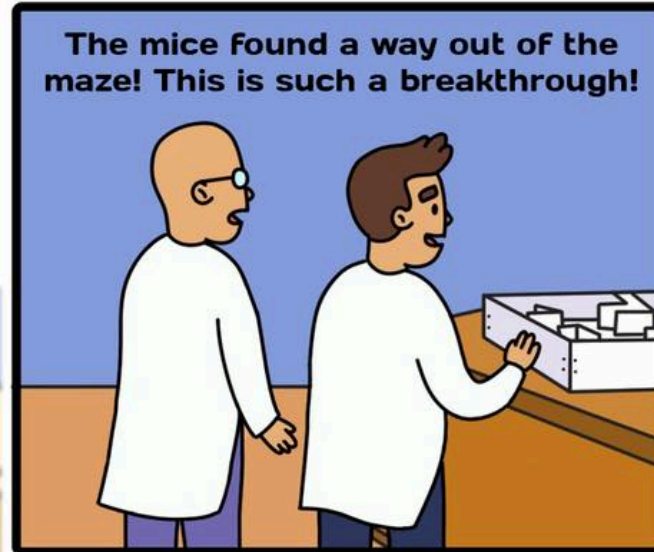
Popular Means of Science communications

- ❖ Popular science magazines (36 magazines)
- ❖ Popular science platforms (less than 10)
- ❖ Science sections at national media
- ❖ Pop-sci books
- ❖ Public lectures
- ❖ Educational projects (schools, thematic trips)
- ❖ Scientific festivals
- ❖ Forums



Popular formats of science communication

- ❖ News
- ❖ Long reads
- ❖ Videos
- ❖ Podcasts
- ❖ Comics
- ❖ Cartoons
- ❖ Games
- ❖ Online tests



Key “scientific” cities:

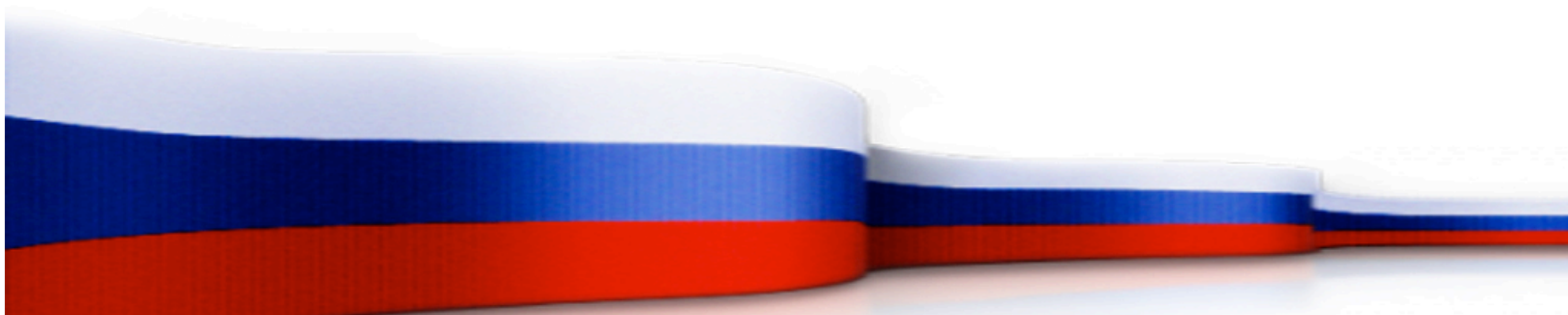
- ❖ Moscow, Saint-Petersburg, Novosibirsk, Tomsk

Key themes in media:

- ❖ Physics, space, biology, medicine

Key news sources:

- ❖ Independent media (case of N+1 magazine) — 5% Russian, 95% foreign
- ❖ National media (case of RIA News) — 40% Russian, 60% foreign



Awards

- ❖ Award for Loyalty to Science
- ❖ “Enlightener”
- ❖ “Communications Laboratory”
- ❖ Literary prize Of Andrey Belyaev



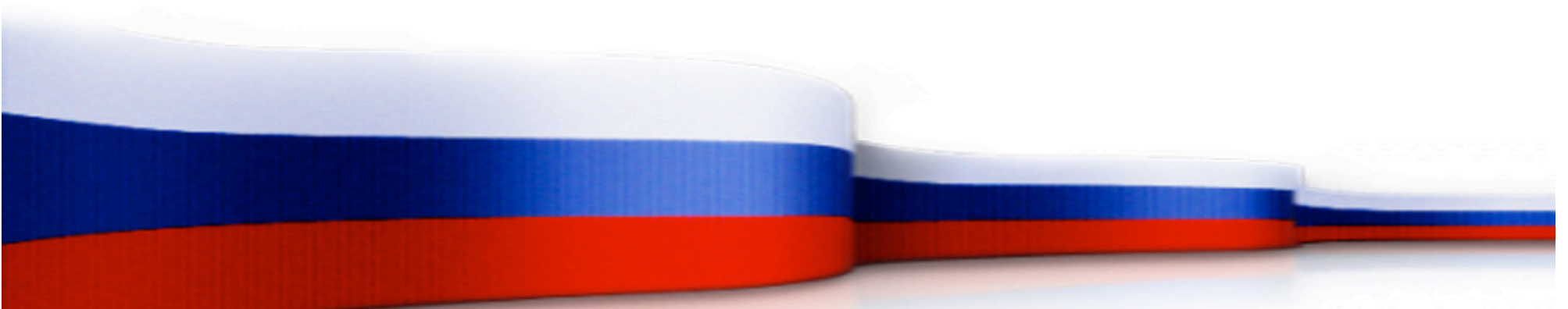
Business invests in science communications

- ❖ “Dynasty” Foundation by Dmitry Zimin, head of telephone communications company
- ❖ Potanin Foundation by Vladimir Potanin, owner of investment trust
- ❖ “Communications Laboratory” Russian Venture Company



Conclusion

Science communication in Russia is a promising sphere, that is actively developing. In addition, it attracts pro-active youth, that helps to create new formats.



Thank You!

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