

# science communication

THE COMMUNICATION AS A BRIDGE BETWEEN  
SCIENCE AND SOCIETY

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Rossella Spiga

**01** →

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# two milestones

02



## COMMUNICATION OF SCIENCE

is an indispensable step of the scientific process.



The ability to effectively communicate research findings is crucial for success in sciences.

# the Ivory Tower



REPORT

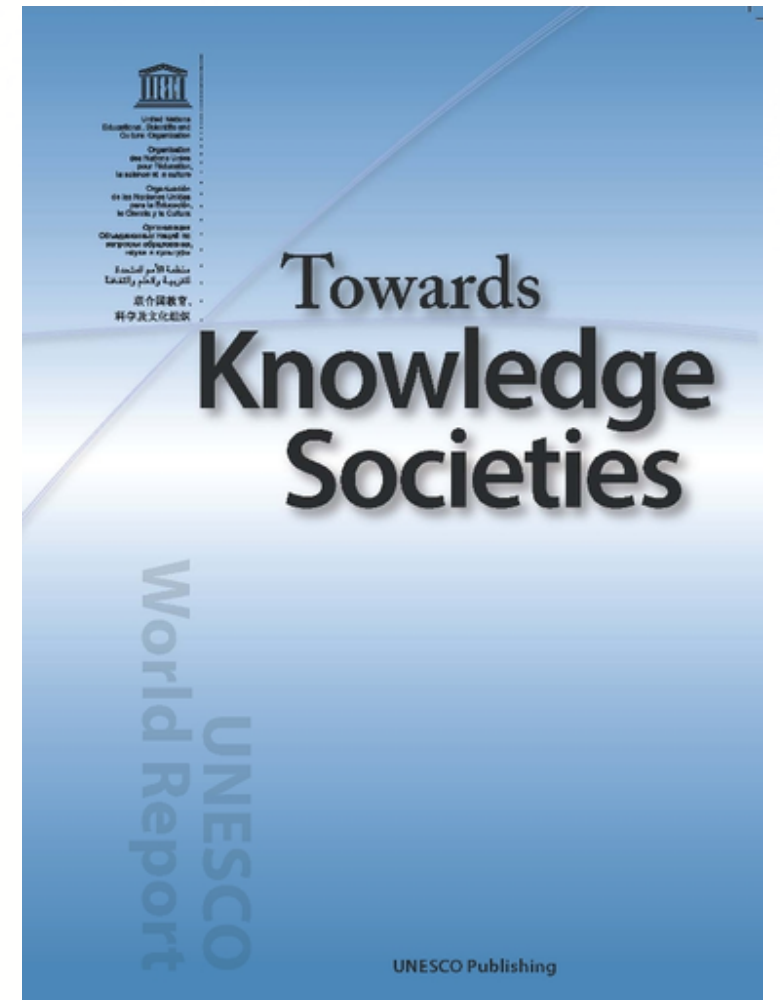
***Science***  
**the Endless**  
**Frontier**

1945

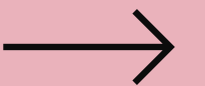
post-academic science

# KNOWLEDGE SOCIETY

Towards knowledge societies:  
UNESCO world report  
2015



***society***



**Can you define  
what  
*DEMOCRACY*  
is?**

# **What is SCIENCE?**





**Is**  
**SCIENCE**  
***democratic?***



communism  
universalism  
disinterestedness  
originality  
organized skepticism

**CUDOS**

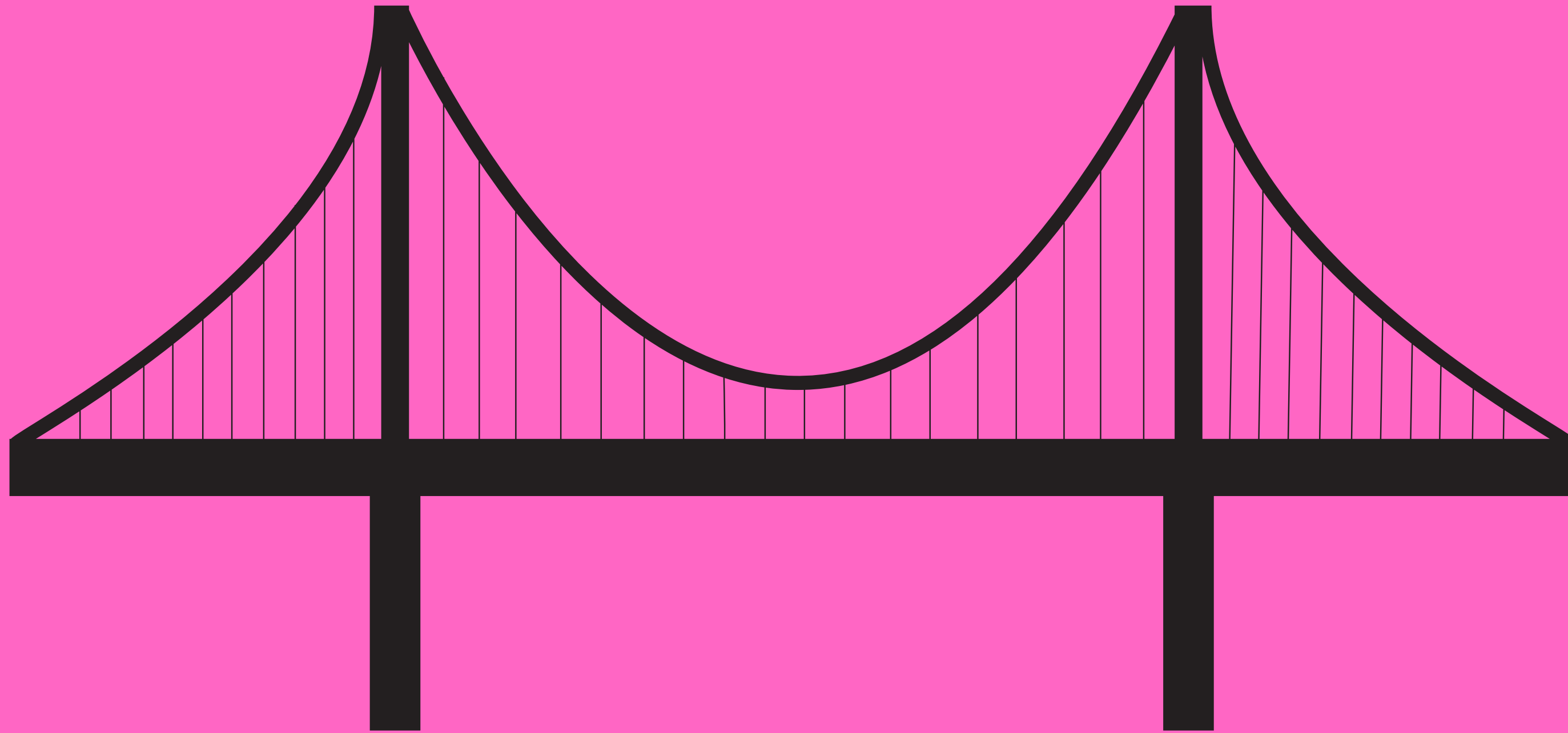
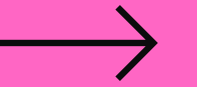
**ETHOS  
OF SCIENCE**

*Robert Merton*

USA, 1949

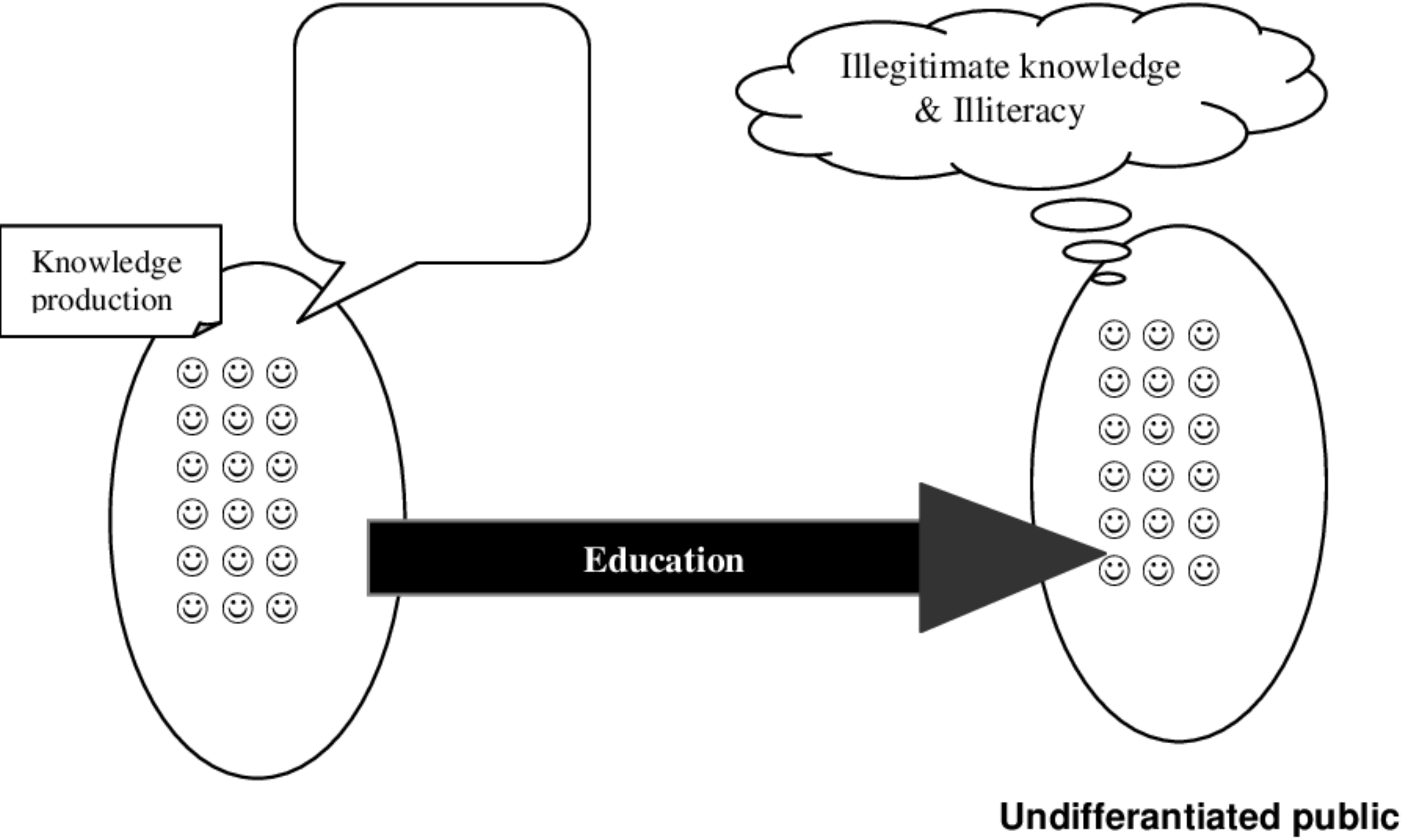
the fundamental social  
institution  
of science is its  
system of communication

JOHN ZIMAN (1925 – 2005)



**science communication**

# Deficit Model



# divulgare

1. Rendere noto a tutti o a molti, diffondere: d. un segreto; d. una notizia, ecc., anche per mezzo della stampa e degli altri canali d'informazione.
2. Rendere accessibili a un più vasto pubblico, per mezzo di un'esposizione semplice e piana, di nozioni scientifiche e tecniche

fare opera di divulgazione

(talora con leggero senso spreg.: è un'opera di d., volendo significare che ha scarsa originalità e scarso valore scientifico).

[dal lat. divulgare e vulgare: «diffondere tra il volgo», der. di vulgus «volgo»]



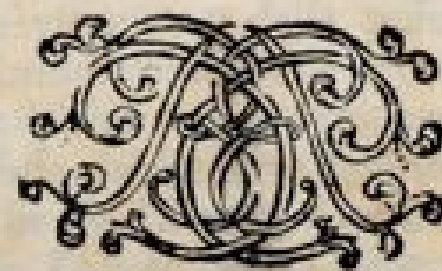
IL NEWTONIANISMO  
PER LE DAME  
OVVERO  
DIALOGHI  
SOPRA  
LA LUCE E I COLORI.

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— *quæ legat ipsa Lycoris.*

Virg. Egl. X.

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IN NAPOLI

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MDCCLXXVII.

# The Public Understanding of Science

**The Royal Society 1985**





# Public engagement with Science and Technology

Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit



# polarization of communication



# 3 missions



1st: EDUCATION

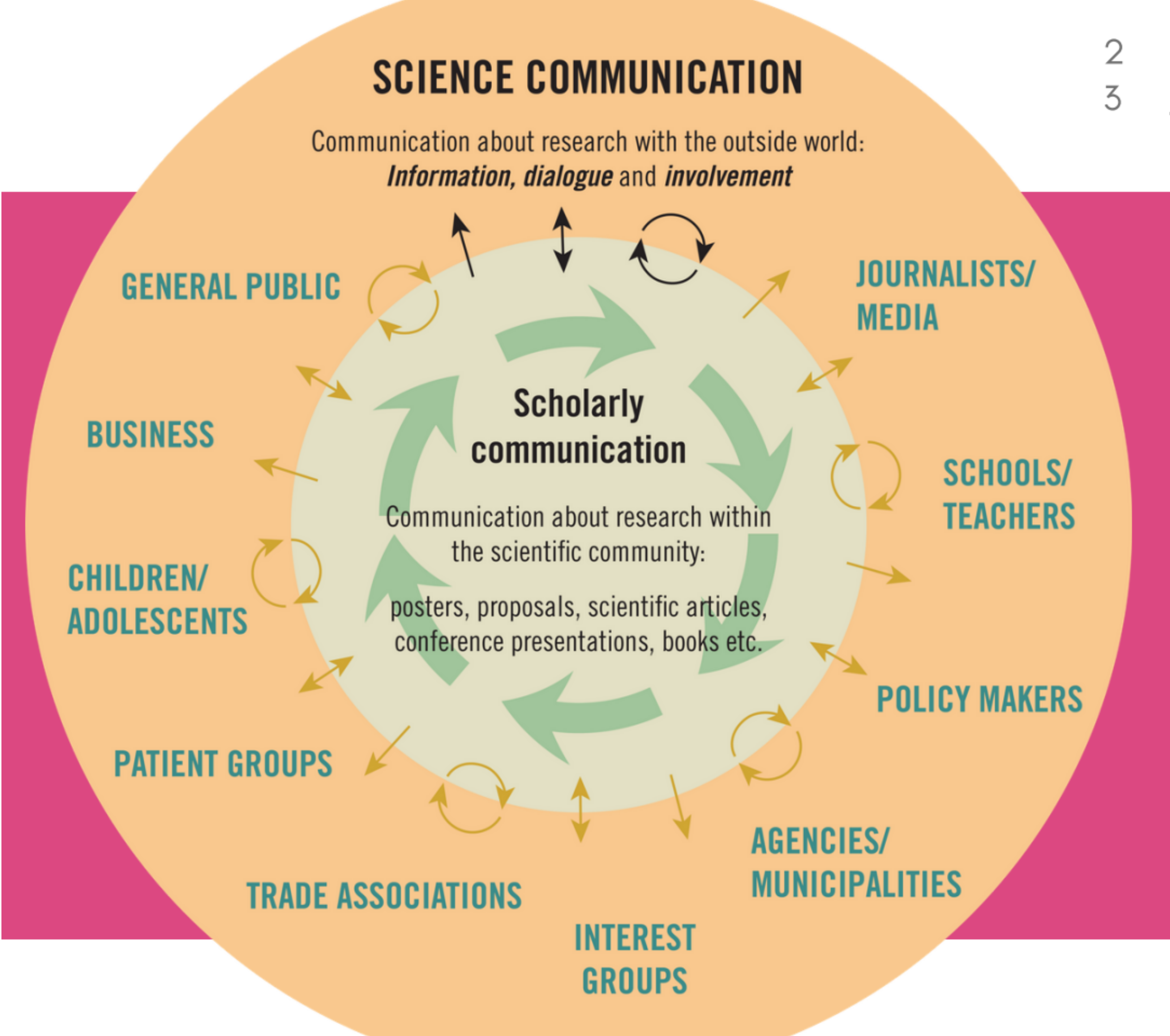


2nd: RESEARCH



3rd: OUTREACH





CUSTOMIZE OUR COMMUNICATION

# KNOW OUR AUDIENCE

we have to target the  
general public

uncertainty principle

**CORRECTNESS**

**VS**

**SIMPLIFICATION**



DESCRIPTIVE

VS

NARRATIVE

writing



*science* is slow

*communication*  
is quick





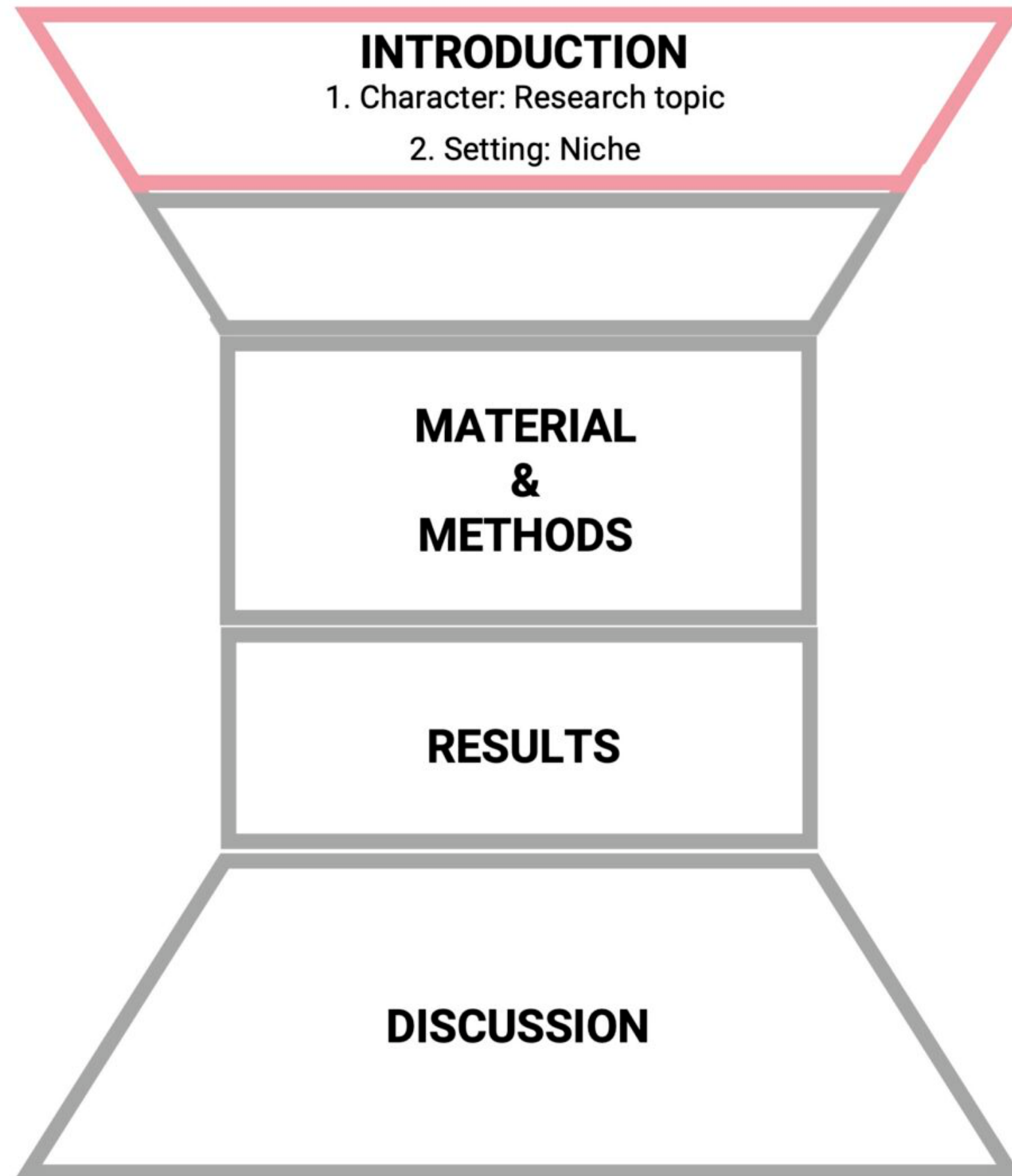
# Science is not finished until it is communicated

Mark Walport, UK Chief Scientific Advisor to the UK  
Government, 2013

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# scientific paper: MACRO STRUCTURE



# **the LEAD**

Who? What? Where? When? Why?

# **the BODY**

the story: details and facts

# **the TAIL**

nice  
to know

**PRESS RELEASE**

