

Dr. Ela Bauer Articulation of Nanotechnology in Popular Culture Media

Those who engage with science communication and science education have to take in consideration popular cultural media; films and T.V serious and primetime shows since all of these consider as one of three sources for information in which the general public learn about different issues including scientific “Knowledge”. In addition the average American student, (ages 10-22) spend three hours per week watching movies and eight hours watching television shows. There are already different education programs that know under the name of physics in films that use different films in order to explain physical concepts and different fundamental physical laws such as mechanics, gravity, and optics and so on. When someone is using films in order to explain different physical concepts it is important to show to the general public mistakes and to explain why not anything that looks like scientific data can be consider as accurate scientific information.

In the last five decades many films and T.V serious that combine Nanotechnology in their plots had been done. Already In 1966 a film *Fantastic Voyage* already show the possibility miniaturization objects such as ship to one micrometer in length for 60 minutes. In the following years successful T.V serious such as The Six Million Dollar Man in 1970s or Doctor Who in our time also introduce Nanotechnology in their different episodes. In addition there are many movies such as *Minority Report* (2002), *Agent Cody Banks* (2003), *G.I Joe the Rise of the Cobra* (2009) that also integrates Nanotechnology in their plots.

Hence science communication can use these films and T.V serious in order to explain the scientific mistakes and can use the popularity of these films in order to explain the contribution of this technology to improving our life. In addition popular cultural media can contribute into the discourse about ethical and moral implications that are part of this technology development