

Practising Science Communication In The Information Age Theorising Professional Practices Communicating Science In The Information Age

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Effective science communication must clearly and succinctly describe the context of scientific work, its importance, and how the results differ from opinion, conjecture, or anecdotal evidence. Below we provide general tips and resources applicable to many situations, followed by guidance for some of the most common outreach opportunities. General Tips Know your audience, and focus and organize ...

Best Practices in Science Communication | ASCB

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A series of comments in the Journal of Science Communication discussed "socially inclusive science communication 2," including an argument that "placing equity at the heart of science communication is crucial for developing more inclusive science communication practices," (Dawson, 2014b, p. 1). To our knowledge, this is the only peer-reviewed reference that uses ISC as we present it here.

Frontiers | Science Communication Demands a Critical ...

Even thinking about science as a brand is emerging in the practice of science communication at, for example, universities. Science as a brand, a brand as a system (Van der Vorst, 2004). These kind of connections of knowledge becomes even more important now that science communication moves up to a much more integrated and strategic part of organizations in a science of technology context.

Investigating Science Communication in the Information Age ...

Why science communication is important? In the world we live in, not only does pursuing science matter but communicating about it effectively is important as well. Communicating about science is crucial, whether we communicate about it online or face to face, communication about the scientific facts is vital for the scientific community.

Why Science Communication is Important? - Gildshire

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