QUESTIONS WE’LL ANSWER...

- What is science?
- What is science communication?
- Why is science communication important?
- What is a science communicator?
- Why do I want to be a science communicator?
- What’s the difference between popular and academic communication of science?
Science communication includes all of those processes & practices by which science becomes part of our larger culture.
SO, WHAT'S SCIENCE?
WAYS OF “KNOWING”

- Intuition
- Tenacity
- Authority
- Science
So, science is...

...an institution

...a method

...a body of knowledge

...a key driver of the economy

COMM 1501
GOOD SCIENCE COMMUNICATION...

- Helps individual citizens to make good decisions about ...
- Helps scientists justify their work to those who fund their activities...
- Helps governments to make good decisions about public policy in science, health & technology.
CAREERS IN SCIENCE COMMUNICATION

Public engagement with science

Science writing

Public policy development
What is the difference between the popular communication of science and academic communication of science?

Why do science communicators need to be able to do both?