



SCIENCE COMMUNICATION

The Profession & the Practice



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 AT MSVU

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





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



POPULAR VERSUS ACADEMIC

- ⊙ 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?