

# SCIENCE IN THE “MEDIA”

Part 2: Understanding “Journalists”

# Questions we'll answer...

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- Who is the person called a 'journalist'?
- What is meant by the 'journalistic imperative'?
- What do scientists need to know about journalists?
- How does a science journalist differ from a science communicator?

# The so-called journalistic imperative.....

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- ❑ Objectivity?
- ❑ Truth-telling?
- ❑ Giving voice to those who have none?



# Journalists versus communicators...

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## The science journalist...

- Focus on finding stories
- Writing stories
- Focus on objectivity
- Focus on honesty

## The science communicator...

- Focus on providing stories
- Writing stories
- Focus on advocacy
- Focus on honesty

# The roles of the journalist

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Reporters

Sub-Editors

Photojournalists

The Editor

Columnists

# What do scientists need to know about journalists?

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- Unless they are specialized in the area, most journalists know very little about science, health science & technology (or statistics).
- Journalists believe strongly in the ‘public’s right to know.’
- Ethical journalists adhere to the ‘embargo’ placed on newly published scientific and medial research.
- Journalists adhere tightly to deadlines.
- Journalists can be a science organization’s beset friend or worst nightmare: it all depends on the relationship.



# What is a “citizen journalist”?

Cell Journalism Web  
Sites:

- [Cell Journalist](#)
- [NACJ](#)