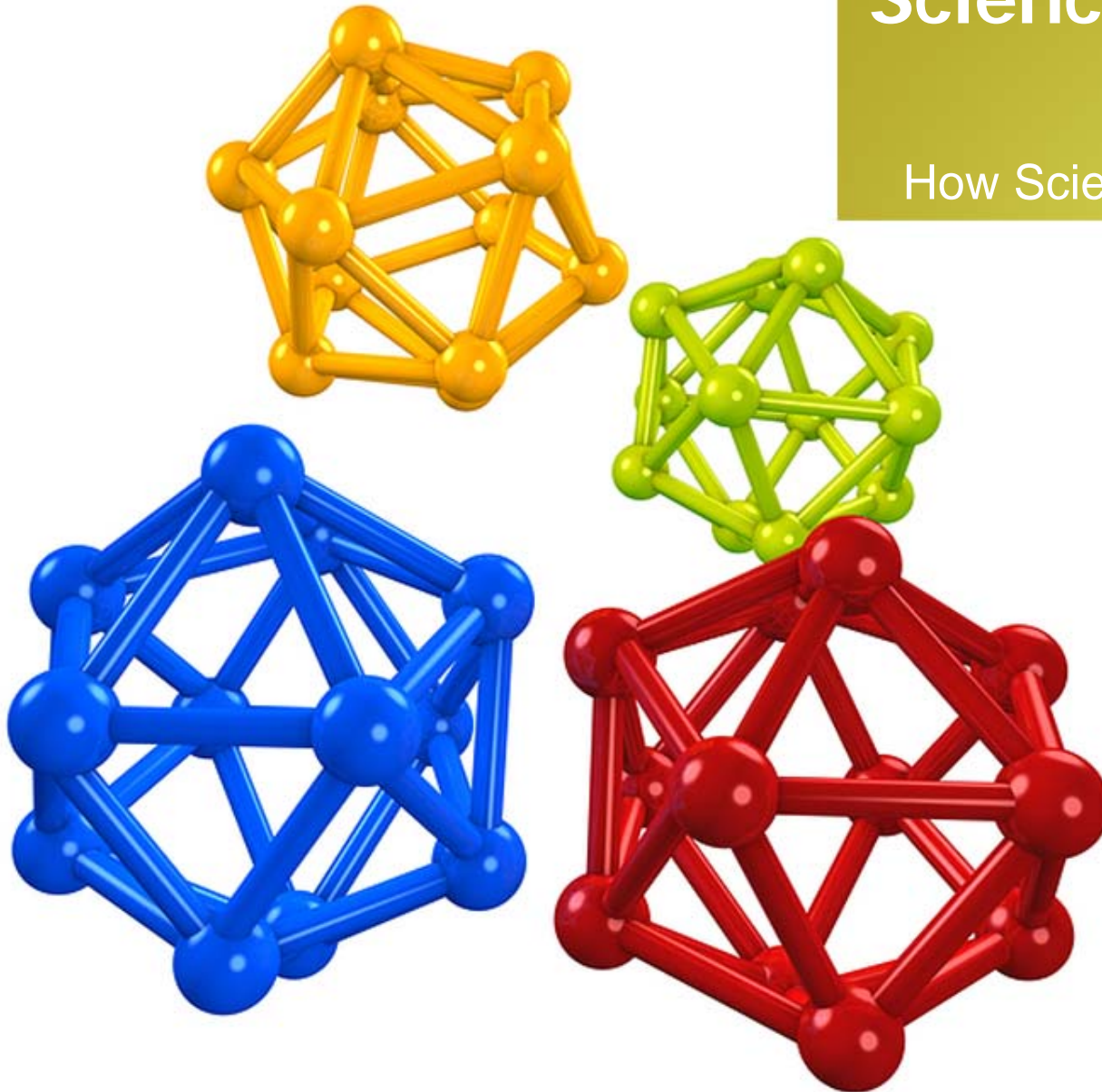


Science in the Media

Part 4

How Science is Represented





Questions we'll answer...

- How is science represented in the traditional media?
- How does the average non-science person interpret what he or she sees & hears?
- How could media representation of science be improved?
- How do science stories get “on air”?