



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
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Plenary - Communicating Science – How to wake the sleeping, gray cat

Wednesday, 11 July 2012 12:00 (45 minutes)

Abstract content
 (Max 300 words)

How do I share my work with the public, through the media, in a world where information technology is changing fast? What is a press release, a press conference, an embargo and more importantly: what are they not? What should my expectations be compared to those of the media.

In communicating science giving less is not more.

However explaining difficult science in an easy understandable language which is accessible to all, requires skill and practice The aim of communicating with the media and ultimately the public should be: to reach as many people as possible, with the long term goal of the public understanding of science and the sharing of knowledge.

Apply to be
 consider for a student
 award (Yes / No)?

No

Would you like to
 submit a short paper
 for the Conference
 Proceedings (Yes / No)?

No

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