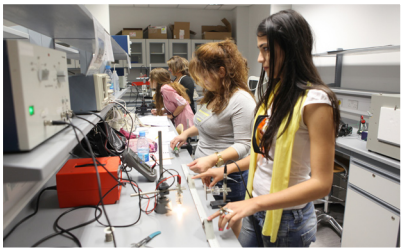
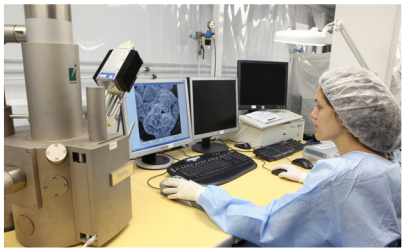
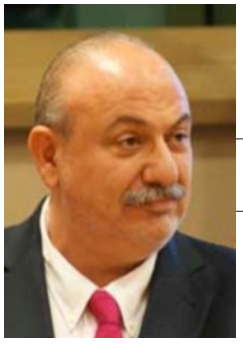




A NEW SCIENCE EMERGES

Novel trends in communication science require guidelines to effectively pass on precise information to the audience



BY DR GREGORIS A. MAKRIDES

THE science, the scientific investigation and the innovation that originates from research have yet to be assimilated by or "communicated" to the average citizen. It is therefore essential that the average citizen, independently from his educational background and age, understands what the science and research that surrounds it try to communicate — beyond their common applications in healthcare, engineering, technology, computer science and other fields.

There is a huge gap concerning the dissemination of scientific information towards the public and when there is some form of communication, most of the time it is not established correctly. This may be because the importance of science is not deeply appreciated by the media or maybe because the bad communication of science does not increase ratings. In journalism, there are not enough science journalists, because there are not enough comprehensively developed and widespread programmes of study in the field of "Science Communication".

Up until now, it was difficult for someone to follow a career in this field, but with each passing year, with the accelerated pace of the development of science and innovation, as well as the invasion of digital systems, we need people that can provide short, precise and clear explanations on how to use new systems, equipment and machinery. Additionally, professionals like doctors, engineers, salesmen, vendors, instructors, journalists, computer programmers, executives and even politicians that often have to communicate scientific issues, need to be able to use few and select words, with a targeted and an easy-to-understand language — to pass their message fast, precisely and clearly so they can be understood by their audience.

The new trends in the communication of science are indicating the need for guidelines that will enable a practitioner from a certain field to effectively communicate what he wishes and to focus on the important information that his audience needs in order to form a clear opinion for the results of a specific research, study or for the explanation of a phenomenon or function.

The interesting part is that all these guidelines (different guidelines for different fields) should be in question form, so that the need to answer them will make the person that is interested to communicate his science to do it in a precise, simple, clear, interesting and innovative way.

Therefore, it is of great value for universities and ministries of education to incorporate the communication of science in their curriculum in order to respond to this need.

Cyprus is becoming very active in the field of science communication with running projects and activities as well as new proposals for funding that involve youth, in an attempt to develop such skills in youth for helping them to become better employable. Those interested in examples that are products of this new science can visit FAMELAB on *www.famelabcyprus.com* and *www.famelab.org* or the S-Factor in *www.research.org.cy* and *sciencerocks2013.blogspot.com*.

For those interested in mathematics and how to reinforce teaching and learning, as well as creating new ways to stimulate and motivate students aged 9 to 18 with new communication factors (MATHFactor and MATHeatre) can visit *www.le-math.eu* and *www.euromath.org*.

It is not a coincidence that the President of the European Commission, Jose Manuel Barroso, recently said that the future of the European Commission is SCIENCE.

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