Contents

Foreword	7
Introduction	13
Tinfoil hats and city maps. Dumbing down versus breaking down and the	relevance
factor in science communication	15
Introduction to a nightmare	15
Why is scientific knowledge hard to understand?	17
Ways of living	18
Ways of thinking	19
Ways of speaking	21
Ways of feeling	24
Different knowledges for different people	24
Science communication requires mediation	26
Understanding and the relevance factor	28
Know the audience, know the situation	32
Break down information: the map analogy	35
Breaking down versus dumbing down	39
Unintentional dumbing down	41
Intentional dumbing down	42
Responsibility in breaking down science	44
Conclusions	46
Epilogue: The origins of the relevance factor	46
For better or for worse. Translation in science communication	61
Unhappy encounters – an introduction	
Science communication – a first definition	
Science communication – acts of translation	
Say what you will, but watch out how	
Questionable translation processes in science communication	



Contents

Objectives of science communication	
Keeping traditional power hierarchies in place	83
2. Democratising research	84
3. Enabling lay stakeholders to make informed decisions	85
4. Legitimising research	86
5. Public relations	87
Consequences	88
Happy encounters – an open end	90
riappy choositions an open one	
Tideppy cited and specific cited	
Ode to Joy: Why science needs poetry	
	105
Ode to Joy: Why science needs poetry	105
Ode to Joy: Why science needs poetry	105 107
Ode to Joy: Why science needs poetry Passion Trust	
Ode to Joy: Why science needs poetry	
Ode to Joy: Why science needs poetry	
Ode to Joy: Why science needs poetry	