Ceci n'est pas une introduction.
This is not an introduction.

We hope that the three contributions on the ways and means of communicating science offered here speak for themselves. In lieu of an introduction, we have placed the abstracts to each piece at the front of the book, along with the key words, so that readers can see at a glance what we have written about and decide in which order they wish to read.

Tinfoil hats and city maps.
Dumbing down versus breaking down and the relevance factor in science communication

Key words: knowledge transformation; selective communication; understanding; relevance; translation.

Abstract:
This paper looks at groups of scientific experts and non-specialists as characterised by different ways of living, thinking, feeling and speaking about scientific topics, which may (and generally do) create communication difficulties. Scientific knowledge is immediately recognised as relevant by scientific communities, but if non-specialists are to find a way to relate to scientific knowledge, science communicators must offer them a clear relevance factor. The paper explores different science communication strategies, ranging between the poles of breaking down and dumbing down knowledge, relating them to insights from the study of translation.

By Benjamin Schmid, University of Vienna

For better or for worse.
Translation in science communication

Key words: emotional relations; academic discourse; subordinate translation; Western centrism; arrogance.

Abstract:
Science communication always requires translation to enable communication between groups of people who have different knowledges about

the world which they express in differing ways. But enabling communication is not always the goal of such translation. Sometimes translation in science communication aims at keeping hierarchical power structures in place. This paper unveils and discusses such instances of what is termed “subordinate translation” in a number of different settings and makes suggestions for a less biased approach to translation in science communication.

By Michaela Chiaki Ripplinger, University of Vienna

Ode to Joy: Why science needs poetry

Key words: imagination; passion; mis-understanding; trust; innocence.

Abstract:
This paper explores implicit connections between science and poetry as creative processes. It suggests that scientists who wish to share insights with those outside their immediate field could profit from adopting a number of the fundamental principles of *poesis*: imagination, passion, space, emotionality and innocence of vision. Poetry, like all forms of art, is ambiguous. It leaves room for interpretation, and for mis-interpretation. If scientists seek to be understood, we must also accept that we will be mis-understood, and trust in the human passion to know the world.

By Michèle Cooke, University of Vienna