

In the days of global warming and BSE, science is increasingly a public issue. This book provides a theoretical framework which allows us to understand why and how scientists address the general public. The author develops the argument that turning to the public is not simply a response to inaccurate reporting by journalists or to public curiosity, nor a wish to gain recognition and additional funding. Rather, it is a tactic to which the scientific community are pushed by certain internal crisis situations. Bucchi examines three cases of scientists turning to the public: the cold fusion case, the COBE/Big Bang issue and Louis Pasteurs public demonstration of the anthrax vaccine, a historical case of public science. Finally, Bucchi presents his unique model of communications between science and the public, carried out through the media. This is a thoughtful and wide-ranging treatment of complex contemporary issues, touching upon the history and sociology of science, communication and media studies. Bucchi's theories on scientific communication in the media are a valuable contribution to the current debate on this subject.

The Peoples Peace: Pax Populi, Pax Dei - How Peace Polls are Democratising the Peace Making Process, Las acciones sociales en empresas con responsabilidad social: Actuacion empresarial en el campo social (Spanish Edition), Psychotherapie der Psychosen (German Edition), Venti minuti di Poesia: Venti scritti, in ordine cronologico, della tua storia damore. Versi di passione, amore, cuore. Cerca anche tu, tra le righe, la tua emozione. (Italian Edition), Action Fun Pads: Word Search, Avalanche Enigma, Order In The Court,

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