



Strategic science communication : a guide to setting the right objectives for more effective public engagement /

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Monografía

In this guidebook, the authors encapsulate their practical expertise in ten evidence-based principles of strategic science communication. All scientific communication is goal-oriented, and they discuss the importance of recognizing the right goals and then employing strategic and tactical communication in order to achieve them -- Editor

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Contenido: What it means to be a strategic science communicator -- Science knowledge as a communication objective -- Show warmth -- Show integrity -- Be willing to listen -- Show you are not that different (and respect others' differences) -- Make sure you seem competent -- Share the risks and benefits -- What people think other people think is normal -- Self-efficacy -- Emotion and framing also matter, but . . . -- The need to take communication more seriously

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