

THE CONFERENCE – PCST BERLIN 1998

The Public Communication of Science & Technology (PCST) is one of the key-issues of the 21st century. The PCST-Network is an informal body which includes research groups around the world, practitioners in both journalism and public relations and people interested in the field of science communication.

The 5th International Conference of the PCST will be held in Berlin, Germany, from Wednesday September 16th to Saturday September 19th and continues the tradition of the preceding conferences of this series in Poitiers/France (1989), Madrid (1991), Montreal (1994) and Melbourne (1996).

With over 100 presentations from more than 20 countries the meeting will provide a truly global and current perspective on the key issues in the public understanding and communication of science and technology which has the impact and consequence as never before. Communicators, researchers, public affairs managers and educators are encouraged to participate and make the most of its rare opportunity for the international sharing of perspectives, experiences and information.

ORGANIZER

Institut fuer Publizistik/Arbeitsgebiet Wissenschaftsjournalismus
(Department of Science Journalism)
FREIE UNIVERSITAET BERLIN

CONFERENCE LANGUAGE

The official language is English. German Translation service will be provided for all Plenary Sessions and some workshops.

PROGRAM (preliminary)

Wednesday September 16

16.00– 20.00 Registration and informal get-together near the registration desk
18.00 First meeting of the PCST Scientific Committee

Thursday September 17

09.30 **Opening Session**

10.00 **Keynote presentation** by Prof. Dr. Dieter Simon
President of Akademie der Wissenschaften Berlin-Brandenburg
"Science without Frontiers - East Meets West"

11.00 Coffee-break

11.30 **Plenary Lecture** by Pierre Fayard (Poitiers, France)
"Strategy and Public Communication of Science & Technology in a Cognitive Society"

12.00 **Plenary Lecture** by Carol L. Rogers (College Park, Maryland, USA)
"Listening to Audiences for Science Information"

12.30 Lunch - Poster Session

14.00 **Workshops 1-6**
(15.30-16.00 Coffee-break)

Workshop 1 "Image of Science"

Scientific Myth; Science in the 21st Century; Value and Attitudes of Science; Crisis and Fall of Science; Soviet Press after Chernobyl.

Workshop 2 "Selling Science"

Listening to Audiences; From Comparison to Critique; Public Understanding of Genetics Research; Popular Beliefs about Science; Acquisition of Scientific Information by Non-Scientists; Science – Relevant in Remote Areas?

Workshop 3 "Science Centres"

Dinosaurs and White Elephants; Science Centres in the 21st Century; Science-Festivals.

Workshop 4 "Science and Society"

Limits of Media to Communicate Science; Environmental Problems through Media; Danger! Toxic Reporting; Awareness of Science; Ethical Issues Arising from Biotechnology; Public Debate on Cloning; Is the Negative More Relevant than the Positive?

Workshop 5 "Focus on Asia"

A National Forum for Science; the Australian Experience; Co-operative Research Centres; Interactions with Asia and the Pacific; Medical Research in India.

Workshop 6 "Focus on Africa"

Media Perception of Indigenous Technology (South Africa); Science Communication in Southern Africa; Science Communication in Nigeria.

18.00 Show Case (Special Event)

18.00 Meeting of the International Science Writers Association

Friday September 18

09.00 **Plenary Lecture** by Hans Peter Peters (Jülich, Germany)
"Interactions of Scientists and Journalists"

09.45 **Plenary Lecture** by Matthias Kohring (Jena, Germany)
"Science Journalism and Journalism Science"

10.30 Coffee-break

11.00 **Plenary Lecture** by Toss Gascoigne (Deakin, Australia)
"Communication Skills Training for Scientists - an International Model"

11.30 **Plenary Lecture** by Wendy Parsons (Dickson, Australia)
"Trailblazing for Australian Science"

12.00 **Plenary Lecture** by William Evans (Atlanta, Georgia, USA)
"Medical News in Cyberspace: Interactivity, Audience. Activity and the Changing Role of Medical Journalists"

- 12.30 Lunch - Poster Session
- 14.00 **Workshops 7-11**
(15.30-16.00 Coffee-break)
- Workshop 7 "Scientist and Journalist"
Interactions of Scientists and Journalists; Theoretical Approaches and Empirical Results; Advocate Scientists; Science Communication within Public Controversies.
- Workshop 8 "Science Journalism – Journalism-Science"
Function of Science Journalism; Library for Public Science; Roles of Scientists; Dimension of Scientific Culture; Science Communication as Communication of "Not-knowing".
- Workshop 9 "Communication Skills"
Communication Skills Training for Scientists; Qualifications for Scientists to Communicate; Turning Rhetoric into Reality.
- Workshop 10 "Science Communication Strategies"
Science Communication Process at a National Research Centre; Science Popularisation Activities for the Youth; Journalists and PR; Promotion of Science.
- Workshop 11 "Science Online"
A Journal on Science in the Web; A PCST-Service on Internet; Medical News in Cyberspace; An Internet-Based Science Press Centre; Selling Science Online.
- Workshop 12 "Public Health" (special start at 11.00)
Media Coverage of Breast Cancer Science; Health News Coverage in the Press.
- 18.00 **Show Case** (Special Event)
- 18.00 **Panel discussion** "Public Health"
- 20.00 **Conference Reception** with Buffet and Show, at the 'Technikmuseum Berlin'

Saturday September 19

- 09.00 **Plenary Lecture** by Alison Leigh (Balmain, Australia)
"I've got This Great Idea for a TV Program"
- 09.45 **Plenary Lecture** by Anders Hansen (Leicester, United Kingdom)
"Claims-Making and Framing in British Newspaper Coverage of Environmental Controversy"
- 10.30 Coffee-break
- 11.00 **Plenary Lecture** by John Wilkes (Santa Cruz, California, USA)
"Making Science Writers out of Scientists"
- 11.30 **Panel discussion**
*"Science Communication in the 21st Century
- Where Do we Go from Here?"*

12.30 Luncheon - Poster Session

14.00 **Workshops 13-17**

Workshop 13 "Science in TV"

Scientists as Sources in TV Magazines; New Strategies for the Presenting of Science in TV; Archaeology in TV; Great Idea for a TV Program?; Environmental Reporting in TV.

Workshop 14 "Science in the Press"

Science, Medicine on Environment Coverage in the US-Press; Science Reporting in Japan; Science Coverage in the UK and US; Science by News Agencies.

Workshop 15 "Journalism Courses"

A School of Science Journalism; Courses in Science Writing; Making Science Writers out of Scientists.

Workshop 16 "Focus on Europe"

New Concepts of Science Communication in Eastern Europe; Science in European TV News; Science Coverage in the European Press; Science Communication in Poland.

Workshop 17 "Focus on Latin America"

Science Communication: Mission Impossible; Science Communication in Mexico; Science Communication in Columbia; The Natural History Museum of Mexico City.

16.30 **Closing**

17.30 Second Meeting of the PCST Scientific Committee

PRESENTATION SCHEME AND CONFERENCE PROCEEDINGS

In oral sessions the presentation times are 25 minutes plus 5 minutes for discussions. Speakers requiring audiovisual equipment beyond the standard (overhead projector, laser pointer and slide projector) must contact the Conference Secretariat with the details of their requirements as soon as possible.

All abstracts of accepted papers will be published and handed out at the Registration Desk during the conference.

INTERNATIONAL SCIENTIFIC COMMITTEE

Winfried Goepfert (Conference chairman)

Pierre Fayard (France)

He Fuxiang (China)

Toss Gascoigne (Australia)

Nalaka Gunawardene (Sri Lanka)

Baudouin Jurdant (France)

Bruce Lewenstein (USA)

Kenji Makino (Japan)

Jenni Metcalfe (Australia)

Haijme Nagahama (Japan)

Wendy Parsons (Australia)

Bernard Schiele (Canada)

Martin Yriart (Argentina)

CONFERENCE VENUE

SIEMENS AG, Rohrdamm 85, D-13628 Berlin-Siemensstadt, Germany