



# THE SCIENCE OF THE PRESS



## TRENDS AND CHALLENGES FOR POPULAR SCIENCE JOURNALISM

Monograph coordinated by Martí Domínguez and Anna Mateu

**C**ommunicating science effectively and rigorously is still one of the many challenges facing scientists and researchers today. Indeed, in the current context it is more important than ever to involve society in the work undertaken at universities and research centres.

One of scientists' main goals is to get their research results across and make both the scientific method and the ins and outs of science comprehensible to a wider public. As part of their communicative endeavour, researchers are also exploring other ways to reach out to society beyond the traditional media.

Likewise, journalists are faced with the task of making science attractive to readers in such a way that it is easy to understand but does not compromise the precision and accuracy that science demands. This task, however, is becoming increasingly difficult to carry out given the economic crisis, which has also hit the media sector hard with ongoing cutbacks, making science journalists an endangered species.

Two professional cultures, scientific and journalistic, need each other but are often at loggerheads due to differences in opinions on how to communicate science.

This issue of *MÈTODE* was sparked by a seminar organised in Valencia by the UIMP last September to hear what professionals working in science journalism and communication have to say, and to analyse the current situation of this specialised genre in the press. Future challenges facing outreach activities are also discussed.

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The artworks illustrating this monograph have been selected from among those received by *MÈTODE* in response to a public call the magazine aimed at artists. With this new competitive initiative, the magazine hopes to continue encouraging interaction between science and art, providing a multifaceted view of the topics discussed.

On the left, Pedro Bustamante. *The Source of the Show*, 2013 digital collage from *The Fountain of Youth* by Lucas Cranach el Viejo, 1546; *Nagasaki Bomb*, by Charles Levy/US Army, 1945; and *Palomares Bath*, by Tomás Lorente Abellán / *La Vanguardia*, 1966, 21 × 28 cm.