

Contents

Introduction
What this book is about and why you might want to read it *page xi*
Prologue: Three orphans share a common paternity:
professional science communication, popular journalism
and literary fiction are not as separate as they seem *xv*

Part I Professional science communication

1 Spreading the word: problems with publishing
professional science *3*
2 Walk like an Egyptian: the alien feeling of
professional science writing *16*
3 The future’s bright? Professional science
communication in the age of the internet *28*
4 Counting the horse’s teeth: professional standards in
science’s barter economy *40*
5 Separating the wheat from the chaff: peer review
on trial *53*

Part II Science for the public: what science do
people need and how might they get it?

6 The public understanding of science (PUS) movement
and its problems *69*

viii CONTENTS

| | | |
|---|---|-----|
| 7 | Public engagement with science and technology (PEST): good principle, difficult practice | 83 |
| 8 | Citizen scientists? Democratic input into science policy | 99 |
| 9 | Teaching and learning science in school: implications for popular science communication | 116 |

**Part III Popular science communication: the
press and broadcasting**

| | | |
|----|--|-----|
| 10 | What every scientist should know about the mass media | 135 |
| 11 | What every scientist should know about journalists | 149 |
| 12 | The influence of new media | 161 |
| 13 | How the media represent science | 172 |
| 14 | How should science journalists behave? | 190 |

**Part IV The origins of science in cultural context:
five historic dramas**

| | | |
|----|---|-----|
| 15 | A terrible storm in Wittenberg: natural knowledge through sorcery and evil | 205 |
| 16 | A terrible storm in the Mediterranean: controlling nature with white magic and religion | 214 |
| 17 | Thieving magpies: the subtle art of false projecting | 219 |
| 18 | Foolish virtuosi: natural philosophy emerges as a discipline but many cannot take it seriously | 227 |
| 19 | Is scientific knowledge ‘true’ or should it just be ‘truthfully’ deployed? | 237 |

Part V Science in literature

| | |
|---|-----|
| 20 Science and the Gothic: the three big nineteenth-century monster stories | 247 |
| 21 Science fiction: serious literature or low grade entertainment? | 262 |
| 22 Science in British literary fiction | 283 |
| 23 Science on stage: the politics and ethics of science in cultural and educational contexts | 301 |
| Index | 316 |