

Slovak Journalism in Service of Science Communication

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Abstract

Science communication is responsible for sharing, educating, informing and spreading awareness of scientific issues. Journalism, or science journalism, bridges the barriers and distances between lay experience and modern scientific knowledge.

The article presents an overview study of the forms of Slovak science journalism, its specifics and the context in which it is implemented.

In the survey we find out how scientists present scientific concepts in different journalistic genres, what strategies scientists prefer to simplify complex scientific concepts. Scientists most often use metaphors as a way of translating scientific phenomena into concepts of everyday experience and vocabulary.

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Keywords

communicating science, journalism, content analysis