

Introduction

Growing interest in popularising science and technology is linked to the spectacular advances made in research in various fields of scientific knowledge, especially in those closely related to people's wellbeing, quality of life and health. In the process of socialising this new scientific knowledge, the mass media operate as a second ring of dissemination, after the increasingly more decisive filter of leading scientific journals. It is on this second level, and particularly with regard to the audiovisual media and formats, that edition 30 of our *Quaderns del CAC* focuses.

In fact, this edition contains a wide range of contributions exploring the relations between science, image and the popularisation of science and technology, from the origins of the moving image to the internet, naturally also including radio and television. In the first article, Milagros Pérez Oliva talks of the great responsibility of scientific journalism today ("Ethics and engagement in scientific communication"). The initial block offers a diverse view of how science and technology have always been present in the development of audiovisual culture: Bienvenido León examines the rich history of the science documentary ("Science documentaries and their coordinates"); Jordi José tackles the image of science in contemporary cinema ("2001 odysseys through space-time: (uncon)science in the cinema?"); the team made up of Óliver Pérez, Mercè Oliva, Fermín Ciauurriz and Frederic Guerrero analyse the videogaming world ("Playing at scientists: Video games and popularising science"), and Luis Ángel Fernández Hermana examines the new relationships between the scientific community and social communities resulting from the internet ("Internet users are shaking the tree of science"). The three subsequent articles present case studies: Nel·lo Pellisser studies the impact on environmental awareness ("The scientific popularisation of environmental problems by the media. The case of the documentary *An Inconvenient Truth*"); Charo Lacalle identifies archetypes of doctors in serialised fiction ("Doctors in TV fiction") and the team made up of Miquel Àngel Mayer, José Luis Terrón and Angela Leis studies the value of certification for health-related information on the internet ("Health on the internet: proposals for quality and certification"). The final two articles present results from empirical research carried out in Catalonia on the popularisation of science and technology on television (Gemma Revuelta and Marzia Mazzonetto, "Science and technology on Catalan area television") and on the radio (María Gutiérrez, "Popularising science and technology on generalist radio").

In the "Observatory" section we include two articles on recent work carried out by Catalan researchers: David Fernández presents the status of independent audiovisual production ("Independent television production in Catalonia in a changing market") and Laura Aymerich investigates the new forms of interactive advertising on television ("New interactive advertising formats on television. A proposal for their analysis and classification").

Last, but not least, the *Quaderns del CAC* journal is pleased to announce that, as from this 30th issue, it will promote the section "Critical Books Review". Coordinated by lecturer Carles Llorens, this section will use reviews by specialists to draw attention to the most important recent publications on communication and broadcasting of the time.

Josep Gifreu
Director