

Book Review

ELÍAS, C. *Fundamentos de periodismo científico y divulgación mediática*

Madrid: Alianza Editorial, 2008, 240 pages.

ISBN: 978-84-206-8418-5

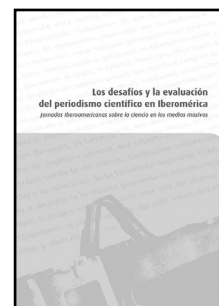


Carlos Elías, lecturer in specialised journalism and science journalist, has produced the first manual in Spanish on science journalism representing the points of view of journalists, scientists and social studies. Designed as a manual for the subject of science communication / science journalism and adapted to the Euro-

pean Higher Education Area, this entertaining book is not only aimed at journalism students but also at people from the natural sciences, engineering, social sciences or humanities. The book's chapters range from an introduction to science as an object of information to a rigorous description of the sources in science journalism (with special chapters dedicated to scientific journals and the internet) and editing techniques in science journalism, as well as analysing the journalistic genres applied to scientific information, the media formats of scientific information (printed press, digital press, radio and television) and ends with a chapter dedicated entirely to science journalism as a profession.

MASSARANI, L.; POLINO, C. *Ciencia en los medios masivos: los desafíos y la evaluación del periodismo científico en Iberoamérica*

Bolivia: 2008, 128 pages. ISBN: 84-96023-60-5



This volume is a collection of the Ibero-american seminars on *Science in the mass media: the challenges and an evaluation of science journalism in Latin America* held in Bolivia from 30 July to 3 August 2007. These seminars aimed to evaluate the situation of science journalism in Latin America, analyse the main challenges for science journalism from a theoretical and practical perspective and develop strategies to improve its quality. So this volume represents the press, television, radio and internet. In the section "Artículos" (Articles), we find the contributions made by researchers and professionals of science communication that tackle topics such as the theory and practice of science journalism, health research in newspapers in Latin America, journalistic discourse on science and technology, evaluations of the popularisation of science and the role of the scientific communicator. In the section "Testimonios" (Eye Witness Accounts) there are comments by participants in the seminars on science journalism in Guatemala, the challenges of science journalism in Colombia, Chile, Bolivia, Uruguay, Brazil, Argentina and science journalism on the radio. This is an interesting study on the current state of affairs of science journalism in Latin America.

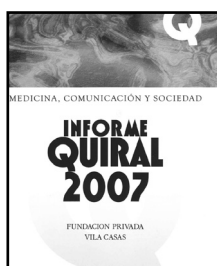
Version available online:

<http://www.oei.es/salactsi/libro_periodismo_cientifico.pdf>

PROYECTO QUIRAL. *Medicina, comunicación y sociedad. Informe Quiral 2007*

Barcelona: Rubes Editorial, SL, 2008, 144 pages.

ISBN: 978-84-497-0133-7



The *Informe Quiral* is an annual study carried out by the Vila Casas Private Foundation and the Observatory of Scientific Communication of Pompeu Fabra University, which since 1997 revises how journalism covers health in the Spanish press by analysing the most outstanding themes and the

journalistic treatment and sources of information. In the latest *Informe*, a total of 12,048 texts are analysed on health and medicine, published throughout 2007 in the five most widely sold newspapers in Spain: *El País*, *El Mundo*, *ABC*, *La Vanguardia* and *El Periódico de Catalunya*. Regarding the previous year, the study shows an increase in the journalistic coverage of health topics and a consolidation or birth of spaces dedicated specifically to this area. This latest edition analyses in depth the treatment of the press in four cases: the debate arising in the media in view of the detentions made in various abortion clinics, the limits in communication techniques to raise the awareness of the population regarding a health topic and the repercussions of vaccines against malaria and the human papillomavirus. In short, the *Informe Quiral* is an essential tool for consultation regarding the state of information on health and biomedicine published in the press.

Version available online:

<<http://www.fundacionvilacasas.com/informequiralc.htm>>

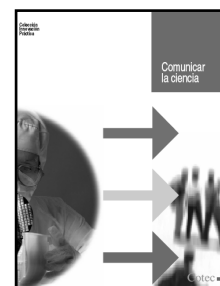
MARTÍNEZ SÁEZ, L. A. *Comunicar la ciencia*

Madrid: Fundación Cotec para la Innovación Tecnológica, 2006, 218 pages.

ISBN: 84-95336-67-7

The title of this volume, *Comunicar la ciencia* (Communicating science) already implies the action of popularising, of transmitting scientific knowledge. In this book, the Cotec Foundation reviews the popularisation and dissemination of scientific and technological knowledge by analysing the role of the communication

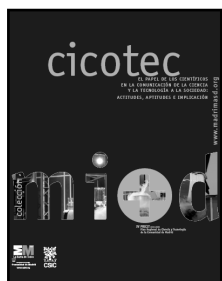
offices of research centres and researchers in science communication. It does so by giving guidelines to improve the performance of the popularisation and dissemination of science and technology, aimed at the actions required and the most suitable language to make scientific knowledge comprehensible and to improve the performance of the popularisation of science in constructing the society of knowledge. The study describes the general process of communication and its application to science, analysing the environment in which scientific and technological communication has to move. It also describes the main reasons why both universities and research centres have to communicate, giving guidelines on how to organise and manage communication and the internal and external challenges to be met by a communication department. The study concludes with an epilogue with a summary of the document in the form of myths that must be destroyed in the communication of science.



Version available online:

<<http://www.oei.es/salactsi/comunicarlaciencia.pdf>>

MARTÍN SEMPERE, M. J.; REY ROCHA, J. *Cicotec. El papel de los científicos en la comunicación de la ciencia y la tecnología a la sociedad: actitudes, aptitudes e implicación* Madrid: D. G. Universidades e Investigación, Consejo Superior de Investigaciones Científicas, 2007, 138 pages.



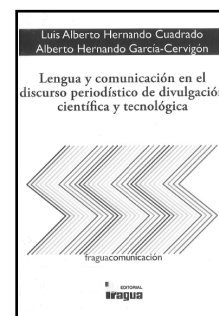
In view of the lack of attention paid by the scientific community to the popularisation of its research in the media, this manual tackles the role of scientists in the communication of science and technology in society. The study analyses the motivations of scientists to popularise science, the importance of their participation in communicating science and technology to the public at large and proposes strategies and actions to encourage and improve the communication of science (increased funding, institutional recognition, involving the media). For the authors, rather than forcing scientists to take part in activities to communicate science to the public (recommendations in the United Kingdom by the Wolfendale Committee, 1995), it is more important to encourage, motivate and help scientists to become involved in the institutional collaboration of activities to popularise and communicate science to the public.

Version available online:

<http://digital.csic.es/bitstream/10261/1616/1/30_Papel.pdf>

HERNANDO CUADRADO, L. A.; HERNANDO GARCÍA-CERVIGÓN, A. *Lengua y comunicación en el discurso periodístico de divulgación científica y tecnológica* Madrid: Editorial Fragua, 2006, 150 pages. ISBN: 978-84-707-4193-7

Hernando Cuadrado and Hernando García-Cervigón have analysed the treatment received by the Spanish language in popularising scientific and technological themes in the media. The book is divided into three sections: the first, introductory, on journalism and the popularisation of science and technology, analyses the sources of information and how science and technology are treated in the media. The second part covers the linguistic configuration of the discourse when popularising science and technology, studying the elements of this journalistic discourse, with a section dedicated to the role of new technologies. The third part is composed of the authors' analysis of discourse when popularising science and technology and journalistic genres, and it concentrates on the treatment of language and style in journalistic genres.



Other books

ALCÍBAR, M. *Comunicar la ciencia. La clonación como debate periodístico*. Madrid: Consejo Superior de Investigaciones Científicas, 2007, 286 pages.

ISBN: 978-84-000-8580-3

CHENG, D.; CLAESSENS, M.; GASCOIGNE, T.; METCALFE, J.; SCHIELE, B; SHI, S. (ed.). *Communicating Science in Social Contexts*. New models, new practices. Springer, 2008, 322 pages. ISBN: 978-1-4020-8597-0

TRENCH, B.; BUCHI, M. (ed.). *Handbook of Public Communication of Science and Technology*. Routledge, 2008, 288 pages. ISBN: 978-0-415-38617-3