

Journal Review

Trípodos. Ciència i mitjans de comunicació

Barcelona: Universitat Ramon Llull.

No. 22, 2008.

ISSN: 1138 -3305



The latest issue of the digital journal published by the Blanquerna Faculty of Communication Sciences (Ramon Llull University) tackles the relationship between science and the media and the difficulties encountered in popularising science. A total of nine articles go to make up this issue on a single theme, among which we can

find an article by Santiago Ramentol on the problems of communication in the scientific community. In “Estimular la demanda” (Stimulating demand), Javier Sampedro talks of the responsibility of the scientific communicator to make science more accessible. On the other hand, Vladimir de Semir denounces the trivialisation of science news and the dumbing down of knowledge. Romà Guardiet analyses the role of metaphor when explaining scientific processes and concepts in an accessible way. The article by Lluís Reales makes a series of proposals to bring science closer to society, based on the hypothesis that a learned society is a great democratic asset. The little visibility of women as a source of information when communicating science is denounced in the article by Gemma Revuelta. Other articles in the journal tackle the role of science museums as a means of communication and their contribution to democratising knowledge, the scientific method and citizen intuition, and of the importance of science and technology in society and the lack of interest shown by the media.

Version available online:

<<http://www.tripodos.com/>>

Quaderns de la Fundació Dr. Antoni Esteve.

Debates sobre periodismo científico. Expectativas y desencantos acerca de la clonación terapéutica en los medios de comunicación

Barcelona: Fundació Dr. Antoni Esteve.

No. 12, 2007.

ISBN: 978-84-936144-2-3

This edition of the *Quaderns de la Fundació Dr. Antoni Esteve* contains the contributions made in the Foundation's third debate on science journalism, concerning how science is popularised in the media. From the area of communication, the journal has the collaboration of journalists



Hugo Cerdà, who claims the need for more verification on the part of journalists; Enrique Coperías, who demands more scientists in the media in order to excite the audience; Pablo Francescutti, who warns of the growing politicisation of science journalism; and Joaquim Elcacho, who alerts us to the need for a more rigorous and profound science journalism. From the area of science, Jaume Baguñà denounces the lack of diversity in the sources used in science journalism; Acaimo González-Reyes claims that popularisation is one of the obligations of scientists; Francisco Murillo suggests that journalists are not interested in science but in news; and Francesca Vidal believes that more self-criticism would be useful in the media. The *Quaderns* also contains a selection of articles on therapeutic cloning that have appeared in different international newspapers.

**Quaderns de la Fundació Dr. Antoni Esteve.
La ciencia en los medios de comunicación. 25 años de
contribuciones de Vladimir de Semir**

Barcelona: Fundació Dr. Antoni Esteve.
No. 11, 2007. ISBN: 978-84-935465-8-8



Commemorating the 25 years since the creation of the now disappeared science supplement of *La Vanguardia*, number 11 of the *Quaderns de la Fundació Dr. Antoni Esteve* contains 42 of the most representative articles by Vladimir de Semir over the last 25 years. Among these arti-

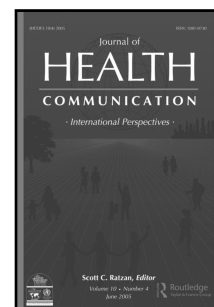
cles, particularly of note is one on the difficulties in popularising scientific topics among the public at large ("Divulgar ciencia, equilibrio entre rigor y comprensión" - Popularising science, balance between rigour and comprehension); the article "Saber i quart poder" (Knowing and the fourth power), a critique of the lack of rigour, sensationalism and dumbing down of the media; "¿Qué hechos merecen ser noticia?" (What facts deserve to be news?), denouncing the competition between scientific topics to occupy space in the media, something which leads to journalists abusing their more spectacular aspects, and "La dérive du journalisme scientifique. De l'acculturation à la déculturation", which deals with the challenges that should be tackled by science journalism. We also find a study of the treatment given by the printed press to a specific case in "Las noticias sobre el cáncer en los medios de comunicación escrita" (The news on cancer in the printed media) and the article "Scientific Journalism: Problems and Perspectives", where the author underlines the importance of scientific information in the media. In total, a homage to the veteran journalist and educator.

<http://www.upf.edu/pcstacademy/_docs/200710_25anys.pdf>

**Journal of Health Communication:
International Perspectives**

Londres: Taylor & Francis Group, LLC.
Vol. 13, no. 6, September 2008.
ISSN: 1081-0730

This latest issue of the *Journal of Health Communication* has a total of six articles dedicated to the communication of health, of which we would like to highlight two. In "News Coverage of Cancer in the United States: A National Sample of Newspapers, Television and Magazines", Michael D. Slater, in collaboration



with other researchers, analyses the content of the treatment of news of cancer in the media. It concludes that the incidence of lung cancer in mortality is underrepresented and that the effects of breast cancer are overrepresented. The article "Can Movie Theater Advertisements Promote Health Behaviors? Evaluation of a Flu Vaccination Pilot Campaign" analyses the influence of advertising campaigns in cinemas to promote healthy behaviours and reaches the conclusion that advertising in cinemas is a highly effective means to communicate health.

Journal of Science Communication

Itàlia: SISSA, Scuola Internazionale Superiore di Studi Avanzati.

Vol. 7, no. 2, June 2008.

ISSN 1824-2049



In the latest JCOM published from Trieste (Italy), by the SISSA-Media-

Lab, we find a collection of articles of an academic-essayist nature on various topics but always related to science communication. This latest issue, with an editorial by Pietro Greco on the weight of cultural values when constructing images of science, of note are articles such as the one by Chandra Mohan, offering us an experienced view of the uses of scientific information in India, attempting to destroy the myth that the rural world is not interested in this kind of information. Also of great interest is the article by Shineha, Hibino and Kato, presenting an analysis of the media coverage of the debate concerning "genetic manipulation" in Japan. Along similar lines with cases by country, we find a review of a Dutch science communication campaign and, on the other hand, the rest of the articles deal with topics that are more across the board, such as the use of so-called web 2.0 instruments with regard to the scientific community, as well as other reflections on the future of scientific papers, the so-called e-science, the debate on intellectual copyright licences and scientific progress, among others.

Version available online:

<<http://jcom.sissa.it/>>

Science Communication

Londres-Thousand Oaks, CA: Sage.

Vol. 30, no. 1, September 2008.

ISSN: 1075-5470

This issue of the journal *Science Communication* tackles various topics from its area of interest, starting with the article by Calvo and Pardo, analysing the competition between biotechnology and religious beliefs when establishing the media focus concerning the moral status of the embryo frame, within the context of the debate on stem cell research. The second article in the

journal, by Illman and Clark, presents a study of the visibility of scientific investigation in several research centres of the U.S. National Science Foundation, where a certain lack of visibility is observed of the authors and the institutional origin of the scientific findings that are news in the media. Continuing with the coverage of "controversial" themes in the media, we find an article by Clarke on the media biases concerning the controversy regarding cases of autism and the application of vaccination programmes for children, and the journal continues with a study by Tanner, Duhe, Evans and Condrasky, analysing the evolution of a pilot programme to raise awareness of healthy nutritional habits in children and measures the effectiveness of this by observing the changes in habits of children once they arrive home. Apart from the book review, the journal concludes with a more theoretical article by Powell and Colin on the degree of citizen engagement in science and technology and how to improve it.

