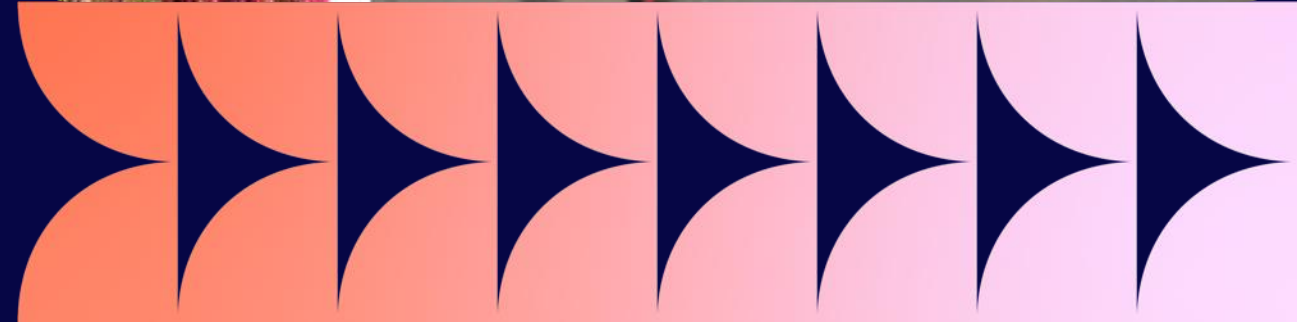


Identifying, disentangling & reflecting on traditions in science communication

Richard Holliman

PCST 2025 Site Visit Symposium & Launch Event

8th May 2024



Traditions: The theme of traditions encompasses the old, current, and new aspects of science and technology communication. We welcome submissions that explore how different forms of knowledge coexist, complement, or contradict each other. This can include perspectives on people, technologies, histories, and future developments in science and technology communication.

Identifying traditions



“Legend has it that an Irish giant named Finn McCool created a causeway to get across the Irish Sea to face his rival, the Scottish giant Benandonner. Following a disagreement, Benandonner ripped up the causeway as he fled back to Scotland, leaving what we see today. Finn McCool's giant boot also lies fossilised at the Giant's Causeway in the bay locals refer to as 'Port Noffer' or 'bay of the giant.’”

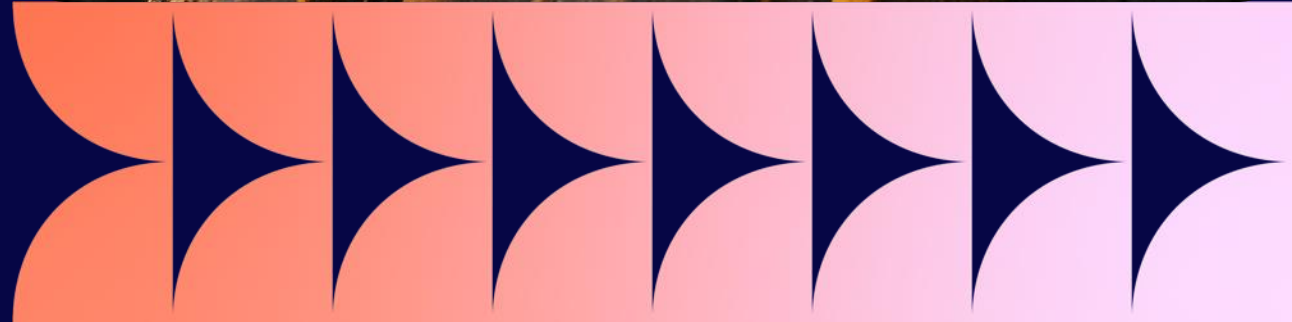
National Trust, no date



Giant's Causeway, County Antrim, Northern Ireland | © National Trust Images / Peter Greenway

- ~60 Ma, Ireland attached to N.A.
- Volcanic eruptions > basalt layers form on chalk
- Erosion > rivers form in basalt
- Lava filled the river valley
- Bottom cooled slowly > cracked in even patterns
- Glaciers removed top layers of rock
- Warming > sea level rose > erosion

National Trust, no date



Identifying traditions

How many useful & relevant traditions are 'hidden in plain sight'?

What can we learn from identifying & exploring traditions in the context of science communication?

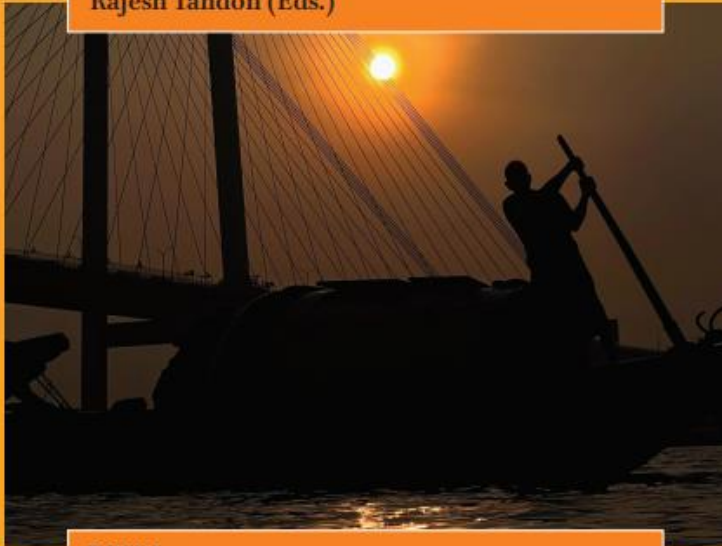
Disentangling traditions



Bridging Knowledge Cultures

Rebalancing Power in the Co-Construction of Knowledge

Walter Lepore, Budd L. Hall and
Rajesh Tandon (Eds.)



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“[A] study of the knowledge of the fisherfolk in East Java, Indonesia [...] the Kenjeran community who live from fishing and have done so for thousands of years. The [...] knowledge they report in the various Indigenous cultures of the region is far more complex than the Western European versions. [...] the traditional knowledge of the fisherfolk is not static. [...] Kenjeran fishing knowledge has adapted to many changes over the years. The ability of the fisherfolk to find locations in the open sea without GPS, depending on mythological stories and observations of currents, is just one of the remarkable range of knowledge of the sea used by them, but not available to academics.”



Connectivity

Intentionality

Respect

Humility

Co-constructing 'third spaces' for multicultural science communication

Disentangling traditions

What can we learn from exploring science communication as a (multi)cultural phenomenon?

Can research into (de)colonialisation, diversity, difference & globalisation drive positive change in science communication?

Reflecting traditions



The Public Understanding of Science

The Royal Society 1985

C. P. SNOW

THE TWO CULTURES AND THE SCIENTIFIC REVOLUTION

Bridging Knowledge Cultures

Rebalancing Power in the
Co-Construction of Knowledge

BRIDGING CULTURES

INDIGENOUS AND SCIENTIFIC WAYS
OF KNOWING NATURE

Reflecting traditions

Do science communicators share the same traditions?

Do traditions in science communication help or hinder research and practice?

What can we learn from recognising, reflecting on, and revising traditions?

Identifying

What can we learn from identifying & exploring traditions in the context of science communication?

Disentangling

Can research into (de)colonialisation, diversity, difference & globalisation drive positive change in science communication?

Reflecting

What can we learn from recognising, reflecting on, and revising our traditions?

Traditions: The theme of traditions encompasses the old, current, and new aspects of science and technology communication. We welcome submissions that explore how different forms of knowledge, **expertise and (lived) experience** coexist, complement, or contradict each other. This can include perspectives on people, technologies, histories, **cultures**, and future developments in science and technology communication.