

## **New communication concepts for the UK**

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Science Year has employed a large-scale approach to the public communication of science and technology which has been successful in driving awareness of and participation in this major national campaign. In this presentation we will describe a number of scenarios in which vast numbers of people have been successfully targeted and engaged directly in Science Year programmes. Key examples will include mass participation experiments such as the world-record-breaking Giant Jump, the award-winning Science Year website, which now records 250,000 hits per day, and the innovative advertising and short films campaigns developed by and featuring young people in action-packed experiments.