

## **Marketing or communicating science**

### **Case Rijdsdijk, South African Astronomical Observatory (SAAO), Observatory, South Africa**

When drawing up proposals for funding, or recruiting students, scientists, and others, frequently use cliches and other assorted phrases that have become accepted as 'fact'. In this presentation some of these phrases and cliches will be identified and discussed. In addition other common 'Science Communication' methods and objects will be identified and their relevance and impact discussed to see whether they can be seen as 'Science Communicators' or marketing tools. Finally a brief look will be taken at how 'marketing' and 'communication' differ and how can the complement each other. A concluding discussion on these issues will be encouraged.