Development in science communication: the need for crossing borders of sciences

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When talking about a diverse world, the world of scientific research could be mentioned as probably the most diverse. There are strong demarcation lines between the various scientific disciplines. Communication science makes no exception on this subject. That is regretful, as there are common interests which could be used for other science disciplines. Therefore, in our opinion it is very useful to compare several fields of communication science in order to extract success factors from these disciplines, enabling the empowerment of the field of science communication. This could be a very useful method to develop a communication discipline such as science communication. My PhD research³, which is being carried out at this moment, is about this comparison.

The presentation at the PSCT 7 Congress will contain: (1) a short presentation on systematic literature research concerning science in general and biomedical science communication in particular. A meta method which is necessary when comparing several scientific fields; (2) a comparison between the communication field of health education and promotion on the one hand and biomedical science communication on the other hand. I will describe a few success factors which are to be obtained from health education and promotion and which could be useful for effective biomedical science communication. Both (1) and (2) reflect the first results of my PhD research.

Moreover the results of my PhD research may help to formulate the real paradigms of science communication by discovering the borders of other disciplines. To develop a theoretical framework for a discipline one first has to know the own identity. Does science communication have its own identity compared to other communication fields? Effectively ‘Communicating science in a diverse world’ is probably possible through the operationalisation of the word ‘diverse’.

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