After the two cultures: Towards a ‘(multi)cultural’ practice of science communication

Jose van Dijck
University of Amsterdam
The Netherlands
After the two cultures

• Rise of the ‘third’ culture: social studies of science
• Expansion of hybrid disciplines and interdisciplines
• Narrativation of knowledge
• Scientification of artistic expression
After the public understanding of science

- Traditional public understanding of science (PUS)
- Critical or interpretationist public understanding of science (PUS)
- ‘Hybridic prehension of rhizomes’ (Mike Michaels)
Three caveats:

• The (changed) role of media
• The ubiquitous use of media technologies
• The (changed) role of audiences
Towards a (multi)cultural practice of science communication

• ‘(Multi)cultural versus ‘two cultures’
• ‘Practice’ versus ‘knowledge dissemination’
• ‘Science communication’ versus ‘public understanding of science’
Implications for practice and research:

• Acknowledging a variety of sites (institutional and non-institutional) for active audience participation

• Acknowledging a variety of sites (physical, institutional, discursive) for construction and negotiation of scientific knowledge