

8, 1-666, 2002
ISSN: 1137-4462

About Scientific Journalism: Approximations

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Salaverria, Ramón (Univ. de Navarra. Fac. de Comunicación. Apdo. 177. 31080 Pamplona): Técnicas redaccionales para la divulgación científica (Composition techniques for scientific publications) (Orig. es)

In: *Mediatika*. 8, 13-25

Abstract: The recent upsurge in scientific and technological contents in the general media has brought about the need to develop composition techniques that allow us to efficiently bring such specialised contents to the general public. The techniques of declaratory journalism have turned out to be inappropriate for scientific publication and, in their place, the journalists from science sections are beginning to choose certain peculiar stylistic resources. In this article a description is made of some of those composition techniques for publication in lexical, phrase and textual terms.

Key Words: Scientific journalism. Scientific publication. Journalistic composition. Media. Journalistic style. Rhetoric figures.

Gámez, Luis Alfonso (Diario El Correo. Pintor Losada, 7. 48004 Bilbao): Los periodistas y las falsas ciencias (Journalists and false sciences) (Orig. es)

In: *Mediatika*. 8, 27-37

Abstract: The professionals of the media have created false mysteries like those of the flying saucers, the Triangle of the Bermudas and the Holy Shroud. Pseudo-science is still encouraged today in the press, radio and television, in some instances with serious detriment for the health of the citizenry and, in the latter case even violating the law. Journalists, who have the objective of providing truthful information, cannot avoid their responsibility and have to take sides when denouncing the cultural fraud and, in some instances, economic fraud that is part of anti-science.

Key Words: Pseudo-science. Media. Written press. Radio. Television. Advertising ethics. Journalistic ethics.

Barea Monge, Pedro (Univ. del País Vasco. Fac. de Ciencias Sociales y de la Comunicación. Dpto. de Comunicación Audiovisual y Publicidad. Bº Sarriena, s/n. 48940 Leioa): La radio y la comunicación científica (Radio and scientific communication) (Orig. es)

In: *Mediatika*. 8, 39-58

Abstract: The object of the scientific journalism through the radio poses various previous questions: Which are the most radio-adapted scientific topics? Is science communicated better or worse through the radio? What sciences are the most adapted to these means?; Certain sciences, for example social sciences, tend to disappear in the radio to become the yoghurt of radio programmes. What about big advances in science: can they only aspire to become pure radio shows? Many radio companies, above all those belonging to the public radio model, have scientific dissemination programmes. In this article the author poses certain questions on who, what, where, how to make radio programmes with scientific contents.

Key Words: Scientific journalism. Radio. Communication. Science. Scientific. Journalists. Media.

Gómez, Óscar (Radio Bilbao. Cadena SER. Epalza, 8, 5º. 48007 Bilbao): La divulgación científica en el medio radiofónico: algunos apuntes (Scientific publication in the radio: some notes) (Orig. es)

In: *Mediatika*. 8, 59-68

Abstract: Radio is a potentially useful means of scientific publication. In Spain, the possibilities that exist to popularise science for citizens are at a clear contrast with the already traditional lack of use of radio programmes for this purpose. The irruption of digitalisation and the Internet multiplies the possibilities of democratising scientific knowledge through such radio formats and genres as are best adapted to this assignment: talk shows, reports, interviews and the variants of discussion.

Key Words: Scientific publication. Scientific journalism. Radio. Digital radio. Internet. Radio genres. Radio formats. Spain. Basque Country.

León, Bienvenido (Univ. de Navarra. Fac. de Comunicación. 31080 Pamplona): La divulgación científica a través del género documental. Una aproximación histórica y conceptual (Science popularisation through documentary. An approach to the history and the concept) (Orig. es)

In: *Mediatika*. 8, 69-84

Abstract: Cinema and television have used several genres to popularise science. Among them, documentary is specially important. The history of both media shows several examples of programmes which have succeeded in this difficult task of popularising science. This article explores the history and the concept of documentary as well as some of its nuclear characteristics, in order to explain the capacity of the genre to communicate scientific contents and present some its limitations.

Key Words: Science popularisation. Documentary film. Television.

Paricio Royo, Javier (Univ. de Zaragoza. Instituto de Ciencias de la Educación. Pedro Cerbuna, 12. 50009 Zaragoza): Claves del diseño de programas científicos para televisión (Key concepts for television scientific programs design) (Orig. es)

In: *Mediatika*. 8, 85-113

Abstract: The popularization of scientific issues by television broadcasting has its major weakness in the difficulty and specific nature of its contents, particularly if the generic profile of the television audience is observed. So, it can be reasonable to analyse the diversity of solutions in the scientific television programs design at the light of the factors which comes to increase or overcome these specific problems. The proposal of this paper is concerned about the analysis of the different kinds of scientific television programs resources and strategies as variables of the balance between two basic factors: the program's power to motivate and involve and the amount of effort required from the spectator. The quality and properties of the different kinds of options in script and direction are the keys for a positive balance outcome, and, so, for an optimal programme interest and potential audience.

Key Words: Documentary. Television. Science popularization. Script. Film direction.

Murillo Murillo, Loreto (Paseo de las Artes y los Oficios, 38, bloque 2, 4º A. 06800 Mérida): Apuntes sobre el pasado, presente y futuro del Periodismo científico en *Televisión Española* (Notes on the past, present and future of scientific Journalism in *Televisión Española*) (Orig. es)

In: *Mediatika*. 8, 115-137

Abstract: Sciences and knowledge are present in *Televisión Española* from the broadcasting of its very first program. This work compiles a series of reflections on the characteristics and obligations of this company as a public television broadcaster, the role its territorial centres should have or the daily experience and the limits the professional journalist has when approaching scientific journalism and its various sub-genres.

Key Words: Scientific Journalism. *Televisión Española*. Territorial Centers. Informative. Journalists. Documental.

Kaltzada Gonzalez, Pili; Mujika Etxebarria, Alfontso (Elhuyar Kultur Elkartea. Asteasuain 14. 20170 Usurbil): *Teknopolis* (1999-2001): Kazetaritza zientifikoko esperientzia bat *ETBn* (*Teknopolis* (1999-2001): a scientific television programme experience in *ETB*) (Orig. eu)

In: *Mediatika*. 8, 139-154

Abstract: *Teknopolis*, a scientific dissemination program broadcast by *ETB* between 1999 and 2001, was a project that Elhuyar managed to materialise after many attempts. This article contains the chronicle of those three years, as well as the background of the program (achievements and imitations). Also, the authors offer a description and several reflections from a practical, non-academic approach: the objective is to show the peculiarities and problems that come about when producing a scientific dissemination programme in television, in the Basque Country and, furthermore, in Basque and Castilian Spanish. *Teknopolis* was intended to disseminate general scientific contents and the scientific-technological accomplishments of the Basque Country.

Key Words: Publication. Science. Technology. Television. Journalism. Scientific Journalism. Elhuyar.

Marin Murillo, Flora; Armentia Vizuete, José Ignacio (Univ. del País Vasco. Fac. de Ciencia Sociales y de la Comunicación. Dpto. de Periodismo. Apartado 644. 48080 Bilbao): El Periodismo científico en los diarios digitales del Estado español (Scientific journalism in Spanish online newspapers) (Orig. es)

In: *Mediatika*. 8, 157-178

Abstract: Scientific Journalism has found in the digital press a suitable means to develop all its potentials. The capacity of electronic means to deal with topics with the depth they require is one of the best advantages for scientific publication. However, the investment in technology and specialised personnel is considerable, together with the novelty and uncertainty of the future of such means. This has brought about very few means that have decided to undertake the arduous task of converting their digital issues into authentic data banks to follow up and complete scientific news step by step.

Key Words: Scientific journalism. Digital journalism. Electronic journalism. Internet.

Sanz Pérez de Guzmán, Elena (Ciencia Digital, S. L. Esperanto, 5, 5º D. 29007 Málaga): *Ciencia digit@l*: "Ciencia para todos en Internet" (*Ciencia digit@l*: "Science for all in the Internet") (Orig. es)

In: *Mediatika*. 8, 179-184

Abstract: *Ciencia digit@l* (Digit@l Science) was set up in 1999 as a monthly e-zine for scientific dissemination. Behind it there was the germ of what today is its homonymous publishing house, the first devoted to divulging science and technology through the Internet. Its philosophy is summarised in six words that condense the concept and practice of scientific journalism: "Science for all in the Internet".

Key Words: Scientific journalism. Internet. Science. Technology. Publication. E-zine. Multimedia. Interactivity. Hypertext. Electronic means. Digital files.

Bilbao Fullaondo, Josu (Univ. del País Vasco. Fac. de Ciencias Sociales y de la Comunicación. Dpto. de Periodismo. Apartado 644. 48080 Bilbao): Periodismo científico y fotografía (funcional y artística) (Scientific journalism and photography (functional and artistic)) (Orig. es)

In: *Mediatika*. 8, 187-204

Abstract: In scientific journalism, in practice, photography has a considerable capacity to capture and document reality. But its function goes over strictly informative and representative functions, thanks to its expressive possibilities. The treatment of the photographic image, as well as of drawings, can attain an artistic character that complements the informative dimensions of scientific journalism. The various modalities and resources of photography reinforce the projection of the writings and of the press.

Key Words: Press. Scientific journalism. Science. Photograph. Drawing. Art. Information. Illustration.

Pastor Ruiz, Fátima (Univ. de Navarra. Fac. de Comunicación. Dpto. de Proyectos Periodísticos. 31080 Pamplona): Periodismo científico y Documentación: estrategia y herramientas de búsqueda (Science Journalism and Information Science: Search Strategy and Tools) (Orig. es)

In: *Mediatika*. 8, 207-218

Abstract: Under the documental perspective the author outlines the need that the communicator that is dedicated to Scientific Journalism adopts some kind of model of information search strategy. Such a strategy would include different stages, that go from a correct analysis of the informative demand outlined all the way to a critical evaluation of the data obtained and their definitive incorporation into journalistic work. An indication is also made of those resources and conditions that an information company has to provide to scientific journalists in order to guarantee a correct performance at work.

Key Words: Scientific journalism. Documentation. Sources of information. Information search strategy.

Irazabalbeitia, Inaki (Elhuyar Kultur Elkartea. Asteasuain, 14. 20170 Usurbil): Zientzi komunikazioa Euskal Herrian: Elhuyarren ekarpena (Scientific communication in the Basque Country: Elhuyar's contribution) (Orig. eu)

In: *Mediatika*. 8, 221-231

Abstract: The present work includes the contributions carried out by Elhuyar Kultur Elkartea over the last 26 years in order to popularise the future of science and technology. The author emphasises the reference constituted by Elhuyar Kultur Elkartea in the field of scientific communication. At the same, the author also refers to the most outstanding events in the Basque Country in this field.

Key Words: Elhuyar Kultur Elkartea. History. Basque Country. Scientific Journalism. Scientific publication. Technical-scientific advice. Training for scientific journalists. Scientific Journalism prizes. Publication of books. Media. Written press. Radio. Television. Elhuyar Zientzia eta Teknika Journal. Euskal Telebista. Euskadi Irratia. Science Museums.

Aréchaga, Juan M.; Fogarty, David J. (Oficina Editorial de *The International Journal of Developmental Biology*. Univ. del País Vasco. Fac. de Medicina y Odontología. Dpto. de Biología Celular e Histología. B° Sarriena, s/n. 48940 Leioa): Publicaciones científicas profesionales en España: situación actual y parámetros de calidad (Professional scientific publications in Spain: present state and requirements for quality) (Orig. es)

In: *Mediatika*. 8, 233-245

Abstract: We herein present an evaluation of the present state of professional scientific publications in Spain, and propose solutions for some of the fundamental problems which this enterprise is facing. Particular emphasis is placed on the use of an effective international scientific language, on the importance of rigorous evaluation of papers to be published and on the correct use of bibliometric indicators.

Key Words: Scientific journals. Bibliometry. Quality control. International scientific language. Immediacy index. Impact factor. Half-life. Bibliographic citations.

Plazaola, Fernando (Euskal Herriko Unib. Zientzi Fak. Elekrika eta Elektronika Saila. P. K. 644. 48080 Bilbao): Zientziaren zabalkundea komunitate zientifikoan barne eta gizartean: zenbait ohar (Dissemination of science within the scientific community and in society: some observations) (Orig. eu)

In: *Mediatika*. 8, 247-257

Abstract: Dissemination of science is immersed in a new era. Also, as from last century, scientific research and the dissemination of its results are under the influences of the media and the press. In the following lines an analysis is made of the quality of scientific dissemination within the scientific community and, by means of some examples, of the influences they are subjected to. There is also an analysis of scientific publication, which is becoming increasingly important.

Key Words: Dissemination of science. Scientific research. Scientific publication.

Alonso Ramírez de la Peciña, Jesús (Museo de Ciencias Naturales de Álava. Siervas de Jesús, 24. 01001 Vitoria-Gasteiz): Algunas reflexiones sobre la comunicación y la divulgación del pensamiento científico (Some reflections on communication and on the publication of scientific thinking) (Orig. es)

In: *Mediatika*. 8, 259-271

Abstract: The author reflects on the distance that exists between some of the certainties that configure the bulk of current scientific publication and a tremendously removed perception that society has of such descriptions of reality. The author also questions the existence of adequate channels of communication that the areas of university, science, media and government establish with social individuals. Finally, an indication is made of some of the potential virtues of museum institutions in the areas of natural sciences, as generators of more reality.

Key Words: Natural sciences. Scientific method. Basic research. Directed research. University. Journalism. Scientific publication.

Casares Gurmendi, Pablo (Sociedad de Oceanografía de Gipuzkoa (Aquarium Donostia-San Sebastián). Dpto. de Museo y Exposiciones. Plaza Carlos Blasco de Imaz, s/n. 20003 Donostia-San Sebastián): Sobre ciencia, Periodismo y nuevos sistemas divulgativos (On science, journalism and new systems of dissemination) (Orig. es)

In: *Mediatika*. 8, 273-290

Abstract: On science, journalism and new systems of dissemination. This title advances some of the topics covered: the clear protagonism of science in contemporary society and the problems derived from an attempt to translate one's own scientific language to Journalism. The analysis of new communicative structures will be carried out in order to propose formats and processes designed to spread and popularise science.

Key Words: Scientific publication. Journalistic language. Scientific language. Art. Science. New formats of dissemination.

Aranes Usandizaga, José Ignacio; Landa Montenegro, Carmelo (Eusko Ikaskuntza-Sociedad de Estudios Vascos. Miramar Jauregia. Miraconcha, 48. 20007 Donostia-San Sebastián): Periodismo científico: conceptualización y líneas de investigación (Scientific Journalism: conceptualisation and lines of research) (Orig. es)

In: *Mediatika*. 8, 293-319

Abstract: The consideration of the scientific Journalism as a modality of information makes it necessary to conceptualise its scope: the object and function (its nature). In contemporary society qualified information of the knowledge of reality that originates from various scientific disciplines turns out to be indispensable for the citizens to participate in a democratic and social control of technoscientific applications. Complementarily to the philosophical dimension of knowledge, this will allow us to complete our grasp of reality. Research lines on scientific Journalism reveal the diverse approaches and developments it has had. Some of such approached have been covered in the Doctoral Theses read in Spanish Universities.

Key Words: Journalism. Scientific Journalism. Hermeneutics. Epistemology. Philosophy. Scientific publication. Media. Research. Doctoral Thesis.

Muñoz, Blanca (Univ. Carlos III. Fac. de Humanidades, Comunicación y Documentación. Madrid, 126. 28093 Getafe): Posibilidades y límites de una ciencia unificada de la comunicación: ideología y significación en el Periodismo científico (Possibilities and limits of a unified science of communication: ideology and meaning in scientific Journalism) (Orig. es)

In: *Mediatika*. 8, 321-347

Abstract: For epistemology, approaching the mass media is approaching the logic of the consumer society, of its structures and functions. Consumer society has come to an astonishing development in the area of the appearance of a form of communication that becomes an ideology with an internal discourse, since the forms of communication of such phenomena (signs) are determined by the organisation of the participants involved and the immediate condition of their interaction. Thus, scientific journalism will try to decipher the codes of ideological rhetoric of culture and the society of the masses.

Key Words: Communication. Ideology. Codes. Epistemology. Signs. Journalism. Scientific journalism.

Pérez Cobo, José Carlos (Fueros, 6, 2.º dcha. 01004 Vitoria-Gasteiz): Sonrisas muy serias o la importancia del Periodismo científico (Smiling seriously or the importance of the scientific Journalism) (Orig. es)

In: *Mediatika*. 8, 349-373

Abstract: Purely scientific news –except maybe that directly related to environmental or health matters– only has a certain role of entertainment and prestige for the media that publish such news. However, scientific journalism fulfils a much more important social function: preparing society to take democratic decisions on transcendental matters, including that of allotment of public funds. These aspects are commented in three general types of information: Big Science, health and environment.

Key Words: Informed society. Science. Democracy. Scientific journalism. Health. Environment.

Balardi Zabala, Joseba (Eusko Ikaskuntza-Sociedad de Estudios Vascos. Sección de Medios de Comunicación. Plaza del Castillo, 43 bis, 3. D. 31001 Pamplona-Iruñea): Divulgación científica a través de los medios: audiencia, científicos y periodistas (Scientific publication through the media: audience, scientists and journalists) (Orig. es)

In: *Mediatika*. 8, 375-388

Abstract: The development of scientific journalism is negatively conditioned by the scarce interest shown by publishers, by a deficient scientific policy impelled by governments and public administrations, and by an insufficient training of journalists. The ignorance of the audience adds to the existing disorientation. In spite of all of this, the author appreciates that a growing importance is attributed to scientific news in the media. These trends require a greater preparation of professional journalists and of scientists in order to obtain satisfactory publication of scientific culture.

Key Words: Scientific journalism. Science. Audience. Journalists. Scientists. Media. University. Formation. Communication.

Elías, Carlos (Univ. Carlos III. Fac. de Humanidades, Comunicación y Documentación. Madrid, 126. 28093 Getafe): Periodistas especializados en ciencia: formación, reconocimiento e influencia (Journalists specialised in science: training, recognition and influence) (Orig. es)

In: *Mediatika*. 8, 389-403

Abstract: In this article the author analyses the influence that specialised journalists have in Spain on scientific dissemination through the press. The intervention they have in the flow of communications through which science runs compels us to reflect on their professional situation, characterised by what amounts to a paradox: their high degree of training (journalistic, scientific and in languages) brings about a scarce recognition from their professional colleagues, from the scientific community and from society as a whole.

Key Words: Journalism. Specialised journalism. Scientific journalism. Scientific publication. Scientific journalists. The written press.

Irazabalbeitia, Inaki (Elhuyar Kultur Elkartea. Asteasuain, 14. 20170 Usurbil): Zientzialariak eta kazetariak: amodioak eta desamodioak (Scientists and journalists: love and indifference) (Orig. eu)

In: *Mediatika*. 8, 405-411

Abstract: Science and technology are indispensable components of culture in modern society. They are also the basis of our day-to-day business. However, society and scientific community are separating. Society has difficulties in understanding the rapid development of science and technology. The mass media have the important job of bridging the gap between society and the scientific community. Also, to a certain degree, the two groups mentioned live in a state of mutual distrust. It is therefore very necessary to look for a meeting point for scientists and scientific journalists.

Key Words: Science and technology. Scientific communication. Scientific dissemination. Cabinet for the communication of uncertainties.

Rekondo, Julen (Aholkularitza eta Ikerketa INGURUNE, S. L. Plaza Sagrado Corazón, 5, 8.º izda. 48011 Bilbao): Información ambiental: ¿necesidad de especialización? (Environmental information: a need for specialisation?) (Orig. es)

In: *Mediatika*. 8, 413-422

Abstract: Environmental journalism covers a vast territory, a chaotic pot-pourri that is quite impossible to assess. This is due, to a large extent, to the professional and occupational reality in the media, for which, in the best of the cases, a single individual –*the ecologist*– dedicates his or her work to environmental information. This situation denotes notable deficiencies in terms of divulging the environment, not least of which are the lack of specialisation and the catastrophic and alarmist character of many news items. Thus the need for a specialised journalism, to disseminate spread updated, rigorous, scientific, contrasted and contextualised information on the environment.

Key Words: Media. Environmental Information. Specialisation.

Ares, Félix (Miramon. Zientziaren KutxaGunea. KutxaEspacio de la Ciencia. Paseo Mikeletegi, 47. 20009 Donostia-San Sebastián): Trabajar en los medios para divulgar la ciencia: un recorrido por algunos casos (Working in the media to disseminate science: a tour of some cases) (Orig. es)

In: *Mediatika*. 8, 423-438

Abstract: The knowledge derived from the experience gathered in the dissemination of scientific information reinforces the awareness on the need to study the techniques and procedures to improve scientific dissemination as it is currently carried out. University professorships of scientific dissemination could perhaps take on such a task. In this way, we would be able to face evils like the confusion between science and pseudo-science. It would also be possible to achieve a better transmission of contents directed to the citizenry. The media, furthermore, would not only disseminate science but also collaborate in research. Projects such as SETI@home are an example of this. All of this would allow us to provide the basis, knowledge and critical thinking, to have an autonomous criterion with respect to the presence and growing repercussion of science and technology in social life.

Key Words: Science. Journalism. Research. Media. Radio. Museum. Publication. Technology.

Tulloch, Christopher D. (Univ. Internacional de Catalunya. Estudios de Periodismo. Inmaculada, 22. 08017 Barcelona): *¡Ojo, tecnolecto a la vista!*: la transformación del mensaje científico en inglés al lenguaje periodístico en español (*Technospeak ahoy!*: the translation of scientific contents in English into Spanish news language) (Orig. es)

In: *Mediatika*. 8, 439-453

Abstract: A journalist specialised in scientific contents in the Spanish press is normally confronted with a double difficulty when carrying out his work. Since its main source for obtaining information on the main scientific findings is to be found in the pages of the most important printed or digital magazines, his first task would be to make sure there is a precise translation of terminology. The reason for this is to obtain the appropriate communicative code for his/her readers. This article offers certain formulations to achieve this objective.

Key Words: Scientific journalism. Technical texts. Codes. Translation. Netlanguage. Medical journalism. English-Spanish. Data processing. Draft. Specialised journalism. Syntax.

Fernández Muerza, Álex; Orrantia Albizu, Oreina (Eusko Ikaskuntza-Sociedad de Estudios Vascos. María Díaz de Haro, 11, 1º. 48013 Bilbao): En torno a las *Jornadas de Divulgación Científica en Euskal Herria*. Presentación (On the *Conference on Scientific Dissemination in the Basque Country*. Presentation) (Orig. es)

In: *Mediatika*. 8, 471-483

Abstract: The 20th century will go down in history, among other negative and positive reasons, for having begun with the professionalisation of an activity that in the past was reserved for minorities. The dissemination of science has objectives of social projection, education, democracy, cultural and scientific projection, integral development, and objectives related to communication, ethical objectives and other challenges.

Key Words: Science. Scientific journalism. Scientific dissemination. Scientific universe. Objective. Problems. Revolutions.

Calvo Hernando, Manuel (Asociación Española de Periodismo Científico. Ginzo de Limia, 55. 28034 Madrid): El Periodismo científico, necesario en la sociedad actual (Scientific Journalism, necessary in current society) (Orig. es)

In: *Mediatika*. 8, 485-498

Abstract: The 20th century will go down in history, among other negative and positive reasons, for having begun with the professionalisation of an activity that in the past was reserved to minorities. The dissemination of science has objectives of social projection, education, democracy, cultural and scientific projection, integral development, and objectives related to communication, ethical objectives and other challenges.

Key Words: Science. Scientific journalism. Scientific dissemination. Scientific universe. Objective. Problems. Revolutions.

Ribas, Cristina (Diari de Barcelona. Via Laietana, 48A. 08003 Barcelona): El Periodismo científico y su relación con el proceso de producción de las noticias en los medios de comunicación de masas (The Scientific Journalism and its relationship with the production process of news in the mass media) (Orig. es)

In: *Mediatika*. 8, 499-522

Abstract: An analysis of scientific journalism as from the study of professional practices allows us to appreciate the phenomena of distortion that affect the information generated by the media. Such phenomena, which have a general character in media activity, and also affect scientific specialisation. The essential function of the scientific press is thus scarcely fulfilled. The knowledge necessary to have a solid and critical vision on the citizens' reality is not provided. A tour of the values which constitute news in the production process verifies these deficiencies and strongly advocate a re-definition of the profession, of its culture and of the organisation of the media.

Key Words: Journalism. Science. Journalists. Research. Companies. News.

Goiriena de Gandarias, Juan José; Garea Lafuente, M.ª Gloria (Eusko Ikaskuntza-Sociedad de Estudios Vascos. María Díaz de Haro, 11, 1.º 48013 Bilbao): La salud de la información científica (The state of health of scientific information) (Orig. es)

In: *Mediatika*. 8, 523-558

Abstract: Information on science and medicine exercises a singular attraction. This article, after explaining what is to be understood as scientific literacy and comprehension of science by the citizenry, introduces the current vision of the topic from three key issues: the sources of scientific information, with special incidence on the process of revision of originals in scientific journals; the work of the transmitters of such information, especially in the written press; and, finally, the links of science journalism with the public to which it is directed.

Key Words: Scientific literacy. Sources of information. Peer review. Editorial independence. Embargoes. Risks of scientific journalism. Transmitting. Sensationalism. Pharmaceutical industries. Style. Fraud. Research journalism. Public.

Armentia, Javier (Planetario de Pamplona. Sancho Ramírez, s/n. 31008 Pamplona): Ciencia vs pseudociencias (Science versus pseudo-sciences) (Orig. es)

In: *Mediatika*. 8, 559-571

Abstract: The present article collects on the whole the motion presented with the same title last 23rd November 1998 during the conference on scientific dissemination organised by Eusko Ikaskuntza. In the analysis of the current situation which we could term as contentious between science and society, the phenomenon of the upsurge of pseudo-sciences is paradoxical. This situation is reflected in the text, while attempting to delve in the reasons for such an acritical acceptance of false sciences. The author then introduces alternatives to change such a reality, specifically in the field of social communication of science.

Key Words: Science. Pseudo-sciences. Scientific journalism. Dissemination of Science. Scientific method. Scientific scepticism. Media. Written press. Radio. Television. Scientific journalists. Society.

Sabadell, Miguel Ángel (Centro de Astrobiología (CSIC/INTA). Associated to NASA Astrobiology Institute. Carretera de Ajalvir, km. 4. 28850 Torrejón de Ardoz): Astronomía: una historia de esperanzas y temores (Astronomy: a story of hope and dread) (Orig. es)

In: *Mediatika*. 8, 573-581

Abstract: Astronomy tends be present in the media, since it is the science that researches on the origin and the destiny of mankind. Astronomic topics spread through the media are thus converted into an effective instrument for the fulfilment of three essential objectives: to discover our position in the universe; to make people think and to divulge science; and to approach the real image of the astronomer. The author of this motion endeavours to meet these challenges.

Key Words: Astronomy. Science. Scientific journalism. Dissemination of Science. Scientific method. Astronomers.

Orrantia Díez, Mikel (Eusko Ikaskuntza-Sociedad de Estudios Vascos. Sección de Medios de Comunicación. María Díaz de Haro, 11, 1.º 40013 Bilbao): El Periodismo científico como creador de opinión (Scientific Journalism as a trend-setter) (Orig. es)

In: *Mediatika*. 8, 583-603

Abstract: The history of humanity has been created in parallel to that of scientific knowledge. The progression of these advances together with the universe of the media has introduced us into the society of knowledge. Within it, the responsibility of the media is to endeavour to offer qualified information that encourages participation and democracy. Knowledge, culture and science form a determinant trilogy in the progress of society, the citizenry, companies and institutions.

Key Words: Journalism. Science. Media. Publication. Companies. Democracy. Society.

Meso Ayerdi, Koldobika; Díaz Noci, Javier (Univ. del País Vasco. Fac. de Ciencias Sociales y de la Comunicación. Dpto. Periodismo II. Sarriena, s/n. 48940 Leioa): Periodismo científico en el ciberespacio: la información académica al encuentro de la tecnología digital (Scientific journalism in cyberspace: academic information encounters digital technology) (Orig. es)

In: *Mediatika*. 8, 605-629

Abstract: The idea behind this article is to analyse some of the characteristics of digital communication, and its application to the concrete field of scientific communication. Also, we will trace a short history of the emergence and the subsequent development of scientific publications in the world of cyberspace, analysing the most common characteristics of the Internet versions of this type of publications. Finally, we propose a typology and a provisional classification of Spanish and Basque scientific magazines.

Key Words: Cyberspace. Internet. Electronic Scientific Journalism. Publications in line. Digital technology.