



## **Cases of good and bad popularizing**

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Scientific articles in average are read by few people and the impact of individual paper in the society may remain small. A typical press release might not help much. Simultaneously popular science magazines are seeking for news, but by reading the same channels it is easy to end up printing yesterday's digital news in predictable format. Yet an author who knows how and what to popularize, may win thousands of readers and simultaneously help the popular science magazine to win the news competition.