



## **The Public Communication of Geoscience**

Photini Papatheodorou and Fivos Spathopoulos  
France (photinipapa@orange.fr)

Communication of scientific and technological developments to the public demands an in-depth understanding of relevant public perceptions and concerns and a resultant plan of action. Until recently, very little research and practice had been recorded on this front. The presentation wishes to promote the idea of dialogue as a tool for establishing public trust in scientific and technological development, in general. Different theoretical perspectives on public communication will be examined, as defined by current research. As a case study, the media coverage of shale gas and renewable energy sources projects around the world will be presented.

The final proposition of the presentation will make the case of dialogue, as an effective form of engaging the public with scientific developments and will explore dialogic practices and their application in the fields of science and technology.