



## Science Communication - A Glance at the Fundamentals

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Effective science communication can open doors, accelerate your career and even make you a better scientist. Part of being an effective and productive scientist means being an effective science communicator. The scientist must communicate their work in talks, posters, peer-reviewed papers, internal reports, proposals as well as to the broader public (including law makers). Often a scientist is faced with more than communicating just science, they are faced with communicating science that carries with it a level of societal importance. This is clearly the case for terrestrial weather and climate and for seemingly more esoteric areas like space science, e.g. when it comes to the impacts of space weather. Ultimately, this comes down to understanding key concepts like, who is your audience? what is your message? and why should they care? Despite the importance of communication, it has traditionally not been part of our core training as scientists. I think it is the responsibility of scientists with more experience in science communication to share this with the community. In this presentation, I address these key concepts, look at examples in space science and review some practical resources and tools for scientists.