

## Workshop Comunicar Ciência

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This workshop is part of the European Researchers Night Project (2018-2019), whose theme and practice are guided by “Science in the City”. Overcoming the barriers of laboratories and research centers and bringing science into the public space brings challenges for researchers and public. The squares, streets, libraries and museums are open to the entire population, from kids to seniors. However, is science for everyone? What to disclose? How to spread? What science and what ideas to disseminate? Does science have no color or ideology or owner? Is it possible to talk correctly about Science on Facebook, Twitter or Instagram? We can ask if science has to be disseminated as a social role, as scientists with a commitment with society. We are not the professionals of dissemination - *e.g.* the media, science centers, educational services of Museums. We are scientists who have an ethical and social obligation to bring to society what we are doing, to be open to listening to questions from people and flourishing a dialogue that provides critical tools for society to consume encrypted scientific dissemination packages. But this requires understanding who is listening to us and how to raise understanding. Starting from the initial point that there is no “general public”, which means listening to beyond speaking and understanding which reality we are ourselves scientifically involved. Make clear that a more accessible language does not mean less science, incomplete or wrong. In this workshop we propose to organize the public into interactive teams; each of them provide an instrument, a theme for analyzing and reflecting on target audiences and the merit and appropriateness of the way science is disseminated. We live in a society surrounded by products of scientific research and technological solutions, while groups question global warming or the effectiveness of vaccines. Therefore, it’s urgent that we leave our academic circles and talk to other people in different places and cultural and social contexts.