

PROGRAMME
Scientific knowledge and cultural diversity

8th INTERNATIONAL CONFERENCE
PUBLIC COMMUNICATION
OF SCIENCE AND TECHNOLOGY
(PCST)



www.pcst2004.org

2ND JUNE

PRE-CONFERENCE EVENT

At Barcelona International Convention Centre (CCIB) Forum 2004

Wednesday, 2nd June

16:00 – 19:00 WORKSHOP ON NEW MODELS ON HEALTH AND LIFE MUSEUMS*

The event is organized by **Hospital Santa Creu i Sant Pau** and **Observatori de la Comunicació Científica (OCC), Universitat Pompeu Fabra**. The main aim of the meeting is to arise an interesting discussion about the main challenges or controversial issues regarding the structure and functioning of life and health museums nowadays. More specifically, the speakers -and the participants at large- are requested to be ready to answer the three following questions:

- The role of Life and Health Museums in preserving the historical memory of Medicine.
- The role of Life and Health Museums in educating societies on medical issues, its progress and the importance of research.
- The role of Life and Health Museums in facilitating the creation of networks of interdisciplinary communities: researchers, science communicators, teachers and the public as a whole.

Speakers

Ken Arnold, Exhibitions Chief, Wellcome Trust, UK; Luisa Massarani, coordinator of the Museum of Life's study centre at Fiocruz in Rio de Janeiro, Brasil; Ernesto Páramo, Parque de las Ciencias Director, Granada, Spain ; Bernard Schiele, Université du Quebec à Montreal (Canada); Morten Syds-gaard, Medicinsk-Historisk Museum Curator, Denmark.

Invited participants (among others)

Mikel Asensio, member of the National Health Museum Director Plan, Spain; Yvonne Colomer, Triptolemos Foundation, Spain; Vladimir de Semir, Science Culture Commissioner, Barcelona Town Council; Pierre Fayard, LABCIS Director, Poitiers, France; Lluís Gómez, Responsible for new projects at Xauxa Iniciatives Culturals, Barcelona; Àlvar Net, Deacon of Medicine Faculty of the UAB and Scientific Committee member of the Museu d'Història de la Medicina de Catalunya; Carme Prats, Cultural Heritage Deputy Director; Gemma Revuelta, Deputy Director of the Science Communication Observatory, UPF; Walter Staveloz ECSITE Director; Alfons Zarzoso Curator, Museu d'Història de la Medicina de Catalunya.

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3 – 6 JUNE

SCIENTIFIC KNOWLEDGE AND CULTURAL DIVERSITY

Barcelona Science Museum of the Fundació 'la Caixa'

Thursday, 3rd June

19:00 WELCOME EVENT

Welcome event for PCST-8 participants at the new **Barcelona Science Museum of the Fundació 'la Caixa'**. A visit to the new facilities.

Friday, 4th June

9:00 – 10:15 OPENING SESSION

Marina Joubert, *Chair PCST Network***Vladimir de Semir**, *Chair PCST-8 Conference***Lisbeth Fog**, *Co-Chair PCST-8 Conference***Pierre Fayard**, *Professor of Public**Communication of Science, Université de Poitiers,**France. Executive member of the PCST Network*

OPENING LECTURE:

Federico Mayor Zaragoza,
*Chairman of the Fundación
Cultura de Paz*

10:15 – 11:00 PRESS CONFERENCE / COFFEE BREAK

11:00 – 13:00 PIENARY SESSION: NATIVE KNOWLEDGE & MODERN SCIENCE

Chair **Vladimir de Semir**, *Director of the Science Communication Observatory, Universitat Pompeu Fabra.
Commissioner for Scientific Culture of Barcelona City Council***Speakers** **Germano Bruno Afonso**, *Professor of Physics at the Universidade Federal do Paraná (UFPR), Curitiba, Brazil*
Enric Banda, *Director General of the Catalan Science Foundation (FCR) Secretary general of the European Science Foundation (ESF), from 1998 to 2003*
Yuwanuch Tinnaluck, *ASEAN Handicrafts Promotion and Development Association, Bangkok, Thailand*
Patrick Luganda (Uganda,) *Chairman of the Network of Climate Journalists in the Greater Horn of Africa*

13:00 – 15:00 LUNCH

15:00 – 7:00 PARALLEL SESSIONS

1. Which is the role of science communication in local knowledge dissemination?
2. Main challenges in the coexistence between native knowledge and modern science
3. Contributions and challenges of cultural diversity in public communication of science
4. Cultural identity implications in genomics research and communication
5. PCST challenges and tools directed to young people

6. WORKSHOP (In English)

Engagement: the key to communicating with indigenous people
Chaired by Michael Duffy, Cooperative Research Centre for Aboriginal Health coordinator, and Peter Thomsen, manager-camera-editor of the audio-visual unit at the Menzies School of Health Research in Darwin Australia and Chair of the Aboriginal Ethics Sub-committee of the NT Human Research Ethics Committee.

17:00 – 17:30 COFFEE BREAK

17:30 – 19:30 PARALLEL SESSIONS

7. PCST as a performance: looking for new audiences?
8. The role of books and literature in public communication of science
9. Theoretical framework evolution around PCST
10. Science communicator, is it a good profession?

11. PCST network: an added value for science communication training?

12. POSTERS PRESENTATION

Saturday, 5th June

9:00 – 11:00 PIENARY SESSION: SCIENCE COMMUNICATION: HISTORICAL PERSPECTIVES AND NEW TRENDS

Chair **Luisa Massarani**
*Coordinator of the Museum of Life's study Centre at Fiocruz in Rio de Janeiro. Latin American coordinator of SciDev.Net***Speakers** **Bernadette Bensaude-Vincent**
Professor of History and Philosophy of Science, Université Paris X, France
Jon Turney
*Historian and science journalist. Editorial Director for the publisher, Penguin Press, UK***Bernard Schiele**
Professor. Département de communications, Member of CIRST (Centre Interuniversitaire de recherche sur la science et la technologie). Université du Québec à Montréal (UQAM), Canada
Young Hwan Choi
Chairman of the Korea Science Foundation

11:00 – 1:30 COFFEE BREAK

11:30 – 12:45 PARALLEL SESSIONS

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| 13. Lessons on PCST history | 17. Scientists and science institutions as PCST agents: responsibilities |
| 14. Science in daily press: a cultural question? | 18. POSTERS PRESENTATION |
| 15. Science on TV and radio: quality, quantity and new trends | |
| 16. Are Internet expectations being accomplished? | |

13:30 – 15:00 LUNCH

15:00 – 17:00 PARALLEL SESSIONS

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| 19. Scientists and science institutions as PCST agents: experiences | 24. WORKSHOP (in English) |
| 20. Museums and science centres in the transmission of cultural diversity | Training scientists in communication skills |
| 21. Science week: evaluating experiences | Chaired by Mónica Bettencourt-Dias, researcher at the University of Cambridge, and Jenni Metcalfe, Director E-connect Science Communication Consultants, Brisbane, Australia. |
| 22. Public perception of GMO's | |
| 23. What are we talking about when saying «public dialogue»? | |

17:00 – 17:30 COFFEE BREAK

17:30 – 19:30 PLENARY SESSION: SCIENCE COMMUNICATION & SOCIAL PARTICIPATION

Chair **Lisbeth Fog**
Founder of the Colombian Association of Science Journalism. Vice-Chair of the World Federation of Science Journalists

Speakers

Eduardo Posada
Executive Director of the Centro Internacional de Física (CIF) and President of the Asociación Colombiana para el Avance de la Ciencia

Jenni Metcalfe
Director E-connect Science Communication Consultants, Brisbane, Australia

Hans Peter Peters
Communication researcher at the Research Center Juelich, Germany

Cheng Donghong
Executive Secretary Chinese Association of Science and Technology, Beijing, China

Prakash Khanal
Secretary of the World Federation of Science Journalists, Secretary of the Science Writers Association of Nepal

21:00 CONFERENCE DINNER (PEDRAIBES PALACE)

11:30 – 12:45 CLOSING SESSION

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| 25. Proposals and initiatives for «public dialogue» | 30. WORKSHOP (in English) |
| 26. Interactions between science communication and science policies | Networking with science communicators in developing countries: SciDev.Net experience |
| 27. Cultural differences in public understanding of sciences | Chaired by Barbara Keating, Project manager at Science and Development Network (SciDev.Net), Katie Mantell, News Editor at SciDev.Net, Katie Mantell and Luisa Massarani, coordinator of the Center of studies of the Museum of life in Fiocruz, Rio de Janeiro and Latin American coordinator of SciDev.Net. |
| 28. Discourse analysis contributions to PCST study | |
| 29. Is it a real social participation in GMO discussion? | |

11:00 – 11:30 COFFEE BREAK

11:30 – 12:45 CLOSING SESSION

Speakers **John Noble Wilford**, *Science correspondent of The New York Times. Creator of the Science Times supplement and twice Pulitzer awarded*
Vladimir de Semir, *Director of the Science Communication Observatory, Universitat Pompeu Fabra. Commissioner for Scientific Culture of Barcelona City Council*
Lisbeth Fog, *Founder of the Asociación Colombiana de Periodismo Científico. Vice-Chair of the World Federation of Science Journalists*

CLOSING LECTURE

José Mariano Gago
*Professor of Physics at Instituto Superior Técnico in Lisboa
Minister for Science and Technology of Portugal from 1995 to 2002*



12:45 – 13:30 SEUL 2006: PCST-9

PRESENTATION OF CONCLUSIONS

Announcement of the venue for PCST-10

A look ahead at the 2005 meeting and PCST-9, Seoul 2006

Marina Joubert
Vladimir de Semir

Pierre Fayard
Representant PCST-10

Hak Soo Kim
Chair of PCST-9
Conference

7 – 8 JUNE

POST-CONFERENCE

At the Auditorium of the Universitat Pompeu Fabra

Monday, 7th June

SEMINAR ON SCIENCE JOURNALISM IN A DIVERSE WORLD*

The event is organised by the **Fundación Española para la Ciencia y la Tecnología (FECYT)** and **Observatori de la Comunicació Científica of the Universitat Pompeu Fabra (OCC)** in collaboration with the **Associació Catalana de Comunicació Científica (ACCC)** and the **Asociación Española de Comunicación Científica (AEPC)**.

09:00 – 09:30 WELCOME

09:30 – 10:15 OPENING SESSION

Josep Maria Casassús

Director of the Department of Journalism and Audiovisual at the Universitat Pompeu Fabra

José Manuel Báez

FECYT Studies and Projects Director

Vladimir de Semir

*OCC Director and Commissioner for Science Culture of Barcelona City Council
Chair of the PCST-8 Conference*

10:15 – 11:00 OPENING LECTURE

25TH ANNIVERSARY OF SCIENCE TIMES AND ITS IMPACT ON THE WORLDWIDE SCIENCE JOURNALISM*

John Noble Wilford

Science correspondent of The New York Times. Creator of the Science Times supplement and twice Pulitzer awarded

11:00 – 11:30 COFFEE BREAK

11:30 – 14:00 ROUND TABLE 1: SCIENCE JOURNALISM... WHERE ARE WE?

Chair

Manuel Toharia

Chair of the Asociación Española de Comunicación Científica, Director of the Sciences Museum Príncipe Felipe and Director of Atlantia (TVE1)

Speakers

Ángel Apezteguía

Science Journalist of EFE Agency

Javier Gregori

Head of the Science and Environmental Section at SER Radio Network and professor of science journalism at the Universidad Carlos III, Madrid

Steve Miller

Professor and Head of Department of Science and Technology Studies at the UCL (UK). Director of ENSCOT

José Pardina

Director of Muy Interesante

14:00 – 16:00 PAUSE

16:00 – 16:45 PIENARY LECTURE 2

Prakash Khanal

Secretary of the World Federation of Science Journalists and Secretary of the Science Writers Association of Nepal

16:45 – 17:00 COFFEE BREAK

17:00 – 19:00 ROUND TABLE 2: SCIENCE JOURNALISM AND CULTURAL DIVERSITY

Chair **Joaquim Elcacho**
President of the Associació Catalana de Comunicació Científica

Speakers **Peter Green (RU)**
Director of Alphagalileo
Toss Gascoigne (Australia)
Director of Council for the Humanities, Arts and Social Sciences

Enrique Díaz León
Canal Sur Radio
Pilar Perla
Coordinator of Tercer Milenio (science supplement of El Heraldo de Aragón)

Tuesday, 8th June

09:30 – 10:15 PLENARY LECTURE 3

Patrick Luganda
Uganda's Science Journalist and Chair of the Network of Climate Journalist in Greater Horn of Africa

10:15 – 10:30 COFFEE BREAK

10:30 – 12:30 ROUND TABLE 3: STRATEGIES TOWARDS SCIENCE JOURNALISM IN THE KNOWLEDGE SOCIETY

Chair **Gemma Revuelta**
Deputy Director of the Science Communication Observatory of the Universitat Pompeu Fabra

Speakers **Pierre Fayard**
Professor of Public Communication of Science, University of Poitiers, France. Founder Member of the Network Public Communication of Science and Technology (PCST)
Lisbeth Fog
Founder of the Asociación

Colombiana de Periodismo Científico. Vice-Chair of the World Federation of Science Journalists
Pablo Jáuregui
Science Editor of El Mundo
Vasilis Koulaidis
Chair, Dept. of Social and Educational Policy, University of

Peloponnese, Greece. Deputy President and Executive Director, Education Research Center. Member of the Commission Benchmarking the Promotion of RTD Culture and Public Understanding of Science of the European Commission

12:30 – 13:30 CLOSING SESSION

Arturo García Arroyo
FECYT Director

Vladimir de Semir
OCC Director

2 – 12 JUNE

PARALLEL ACTIVITY

CCIB multi-purpose room. Forum Area

EXHIBITION THE COLOUR OF SCIENCE

Exhibition based on the famous illustrations by **Fernando Krahn** and poems by the physicist and poet **David Jou**. Designed and adapted by Francesc Lladó, Alfons Peres and Cristina Serradell of the Science Communication Observatory (OCC) and sponsored by Ministerio de Ciencia y Tecnología (MCYT) and the Commissioner for Scientific Culture, Barcelona City Council.