

# Science Communication between Michael Faraday and MTV

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In today's world, public communication has become omnipresent. The distinction between public and private sphere has become blurred and the notion of 'information overflow' has assumed a real meaning. Paired with the emergence of a 'zapper society' in which delivery and uptake of complex information seems impaired, this has consequences for science communication. On the other hand, science communication has undergone great changes, moving away from from simplistic 'popularisation' of science to a more sophisticated approach that considers both the overall trends in communication and a better understanding of target audiences. The talk will discuss these issues in the face of increased pressure to promote specific 'non-scientific goals', such as securing institutional support, introducing competitive elements into science communication.