

Communicating Ciencia:

**Adapting to the Changing Faces and
Voices of Mass Media**

Organized by **Ben Young Landis** and **Becky Oskin**, featuring
Aleszu Bajak | Claudia P. Tibbs | José G. González | Robin Gose EdD

Session Philosophy

- **Objective:** To come away with ideas and insights to better communicate science to bicultural audiences in the United States.
- **Approach:** Leveraging the philosophical parallels between **science educators** and **science writers**.

Resources and Recognitions

- **Many, many others** have paved the way in advocating for Spanish-language and bicultural awareness in U.S. science communications and science policy.
- **Please visit communicatingciencia.wordpress.com** (Menu > Session Resources > The Ciencia Community) for a list of key people, programs, and pages.

¡Bienvenidos! / Welcome!

- 1. Introductions**
- 2. “Pro-Tips”**
- 3. Our Panelists and Their “Three Things”**
- 4. Group Activity**
- 5. Parting Thoughts**

Pro-Tip

Find and type **accents** on your **iPhone** keyboard by holding down keys for vowels (or *Option-e* on Mac keyboards). Also works for punctuations.

Try It: #CómoSciWri



Aleszu Bajak

Undark Magazine | @aleszubajak

- 1. Communities are not faceless crowds.**
- 2. Don't just parachute in.**
- 3. Embrace awkwardness.**

Pro-Tip

Though collectively influenced by Spanish imperialism, **Spanish-speaking cultures are not homogenous**. Take care to recognize the cultural and historical nuances across communities and identities (e.g. Cubans, Puerto Ricans, Peruvians, Chicanos). **Make friends, or find a fixer!**

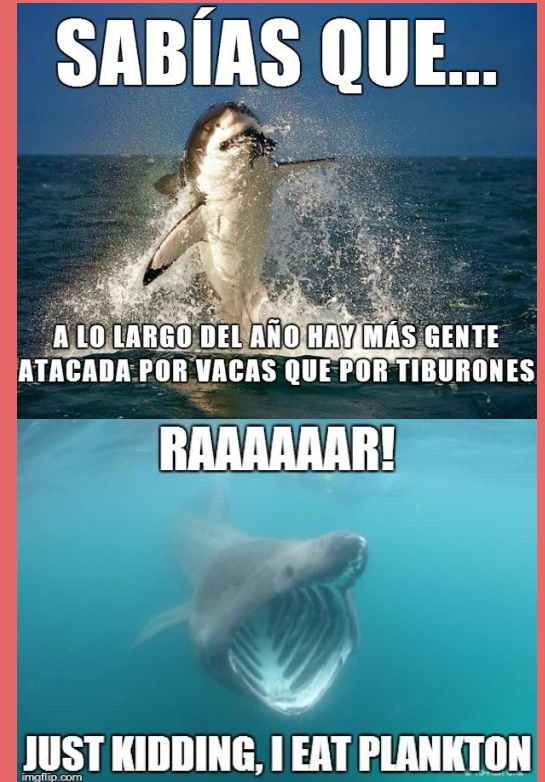
Claudia P. Tibbs

Monterey Bay Aquarium | @cptibbs

- 1. Activate connections.**
- 2. Break down industry vocabulary.**
- 3. Science can be humorous!**

Pro-Tip

- Use memes to communicate concepts with context!
- Image centered, humorous.
- Shared rapidly on the internet, usually via social media.



Pro-Tip

- **Mememes can transcend cultures.**
- But figuring out what makes **culture-specific mememes** funny can help you understand the contexts and trends of that culture or language.



José G. González

Latino Outdoors | @JoseBilingue

- 1. Science has its own culture.**
- 2. Demographics are not reversing!**
- 3. Take a cultural lens to science.**

Pro-Tip

Chicano/Chicana – also spelled “Xicano/Xicana” – is a self-identifying term used by some Mexican-Americans and Latinos, particularly those with Indigenous heritage.



Pro-Tip

Chicanx and **Latinx** are gender-neutral pronouns that are sometimes used in place of “Chicano/Chicana” and “Latino/Latina” in the United States.

Robin Gose, EdD

Thinkery | @ThinkeryATX

- 1. Science may be your reader's Third Language.**
- 2. Give science a place in your reader's world.**
- 3. Start with kids!**

Pro-Tip

Quinceañera – a term recognizing a 15-year-old girl or the corresponding celebration – is a **rite-of-passage** tradition found in many Latin American communities in the U.S.

¡Group Activity!

- **We are dividing you all into 4 teams!**
- Each team will be assigned a **brief for a science communication project.**
- Use your notes to brainstorm **key elements** of your **reporting and communication strategy.**
- Elect team leaders, **and be ready to present!**

¡Group Activity!

- **TEAM 1: Reporting Package** (advised by Aleszu)
- **TEAM 2: Narrative Project** (advised by José)
- **TEAM 3: Public Info Campaign** (advised by Claudia)
- **TEAM 4: Museum Exhibit** (Advised by Robin)

¡Group Activity!

- **¡Vámonos!**
- **10 minutes left!**
- **5 minutes left!**
- **Presentation time!**

¡Group Activity!

- **TEAM 1:** Story package on climate vulnerability.
- **TEAM 2:** Narrative on pesticides and migrant workers.
- **TEAM 3:** Public info campaign on plastic pollution.
- **TEAM 4:** Museum exhibit on Hispanic science pioneers.

Chisme / Gossip

- What are **common pitfalls** to look out for?
- What's the difference between communicating to **bicultural audiences**, versus a generic “**mass media?**”
- **What elements are universal to all scicomm**, and how do discern the need to address cultural context?

Pro-Tip

Año = Year (e.g. Año Nuevo State Park)

Ano = Anus

(Proper spelling and accents matter in certain languages.)



Parting Thoughts

- **Don't just translate literally.** Cultures are living, nuanced contexts that are constantly evolving!
- **There's a fine line between acknowledging and patronizing.** Avoid “Hispandering” and “Columbusing” by imagining your own identity in place of “Hispanic.”

Parting Thoughts

- **Don't be afraid to ask!** Get to know existing resources, networks, and leaders for bilingual and bicultural science communication around the U.S.
- **Jobs. Jobs. Jobs.** Have bicultural literacy and bilingual fluency? California and Texas want you.

¡Hasta luego!

Find session materials and contribute your pro-tips at:
communicatingciencia.wordpress.com

#CómoSciWri | #SciWri16



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SCIENCE
COMMUNICATORS**