



**Universität
Zürich** UZH

CHES Kompetenzzentrum
für Hochschul- und Wissenschaftsforschung

CHES lecture

Thursday, March 16th 2017
6.15 – 8 pm
Followed by an Apéro

University of Zurich, Zentrum
KOL E 18

Prof. Dr. Massimiano Bucchi

Prof. of Science and Technology Studies and of
Science Communication, University of Trento, Italy
Editor “Public Understanding of Science”

“Visual Science Literacy – Images And Public Understanding Of Science In The Digital Age”

Respondentin
Prof. Dr. Julia Metag
Professor of Communication Science,
University of Fribourg

Moderation
Prof. Dr. Mike S. Schäfer
Professor of Science Communication
and CHES Director, UZH

Modern science has always put images at the center of its communication: drawings, diagrams, schemes and later photographs, satellite images, film. In the age of digital communication, specialists and publics are constantly immersed in a visually dense environment, particularly when it comes to science and technology content. But can we decipher all these images, which are often complex and elaborate? The so-called “science literacy” has become a standard dimension of public understanding of science at the international level – but visual science literacy is much less studied. The talk will discuss the role of images in science communication and present results of a pilot study on visual science literacy.

Massimiano Bucchi is Professor of Science and Technology in Society and of Science Communication at the University of Trento, Italy and has been visiting professor in several academic and research institutions in Asia, Europe and North America. He has published several books, including *Science in Society* (London and New York, Routledge, 2004), *Beyond Technocracy* (New York, Springer, 2009) and *Handbook of Public Communication of Science and Technology* (ed. with B. Trench, London & New York, Routledge, 2014) and papers in journals such as *Nature* and *Science*. He is the editor of the international peer reviewed journal *Public Understanding of Science* (Sage).

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Das CHES will die Selbstreflexion der Hochschulen und der Wissenschaften stärken und die Herausforderungen thematisieren, welche durch die veränderten gesellschaftlichen Erwartungen von den zunehmend autonomen Hochschulen bewältigt werden müssen.

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