

HSRC

RESEARCH CONFERENCE
NEXT GENERATION INSIGHTS ON
INTRACTABLE NATIONAL AND
GLOBAL CHALLENGES

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Promoting communication and public engagement in the
mainstream media-NSW

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science & innovation

Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA



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Introduction



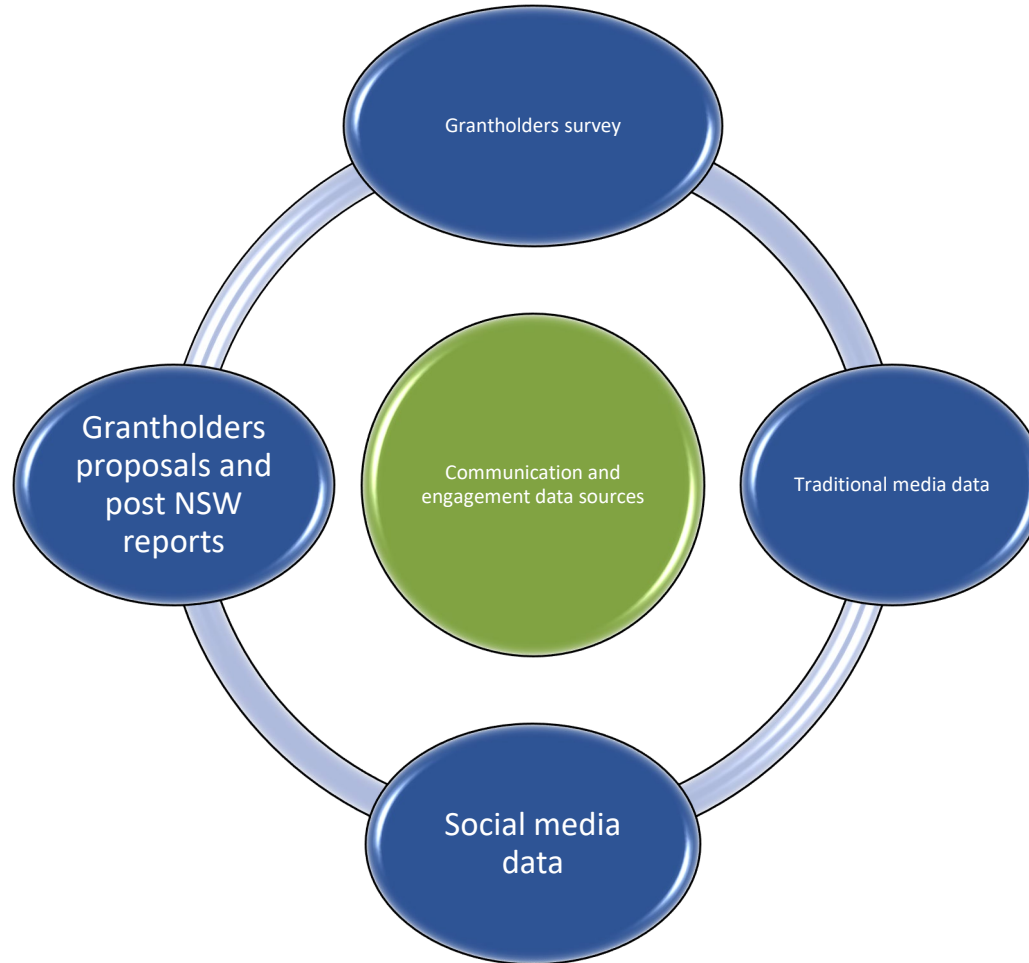
- The government has the responsibility to create and implement science engagement programs.
- To create and develop a public that is will learn, engage and contribute to sciences innovations that will benefit the society.
- The mainstream media is not utilized as a tool to promote and communicate science engagements activities.
- The media has a significant influence on public opinion through providing information that allows them to engage with, and debate, issues that shapes their lives (Fields, 2006).
- It is also important for reaching the public locally and globally and plays a key role in communicating science and shaping public attitudes.



Science engagement activities



Methodology



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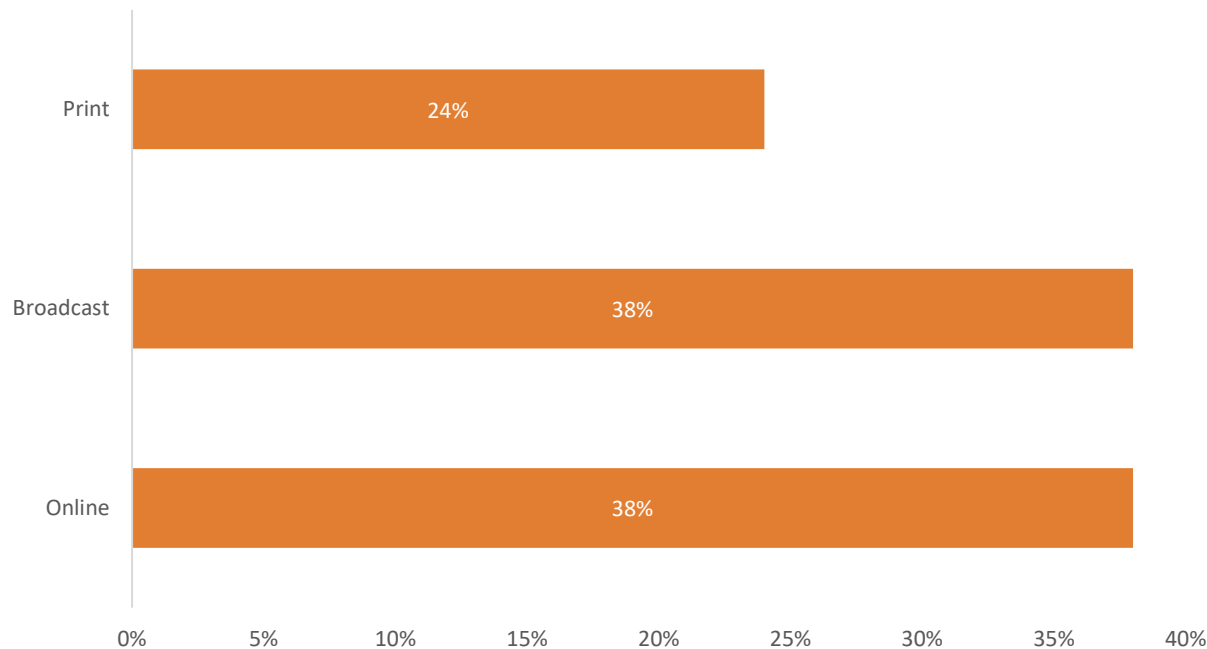
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Findings



A total of 45 traditional media data points were received from keywords.





SOCIAL MEDIA DATA

A total of 265 social media data was received

- 233 Twitter posts
- 21 Facebook posts
- 11 Instagram posts

Quotes



”

To bridge the gap between science and society, science engagement activities should be popularised in the mainstream media.

~ By Thando Tenza

“

Discussion



- ① Strengthening the science engagement in the media has the potential to address and solve challenges faced by the society.
- ① To make a difference the media is the solution to reach the public.
- ① The policy makers should invest in the media to reach the public
- ① Developing implementation programs such as introducing academic influencers in the mainstream media



Summary



- Promoting and communicating science engagement in the mainstream media encourages the public to develop an interest in science.
- In a world where science and technology affect almost every aspect of the society, creating a science engaged public is vital.
- Science engagement activities will shape the public's perceptions and attitudes about science.

