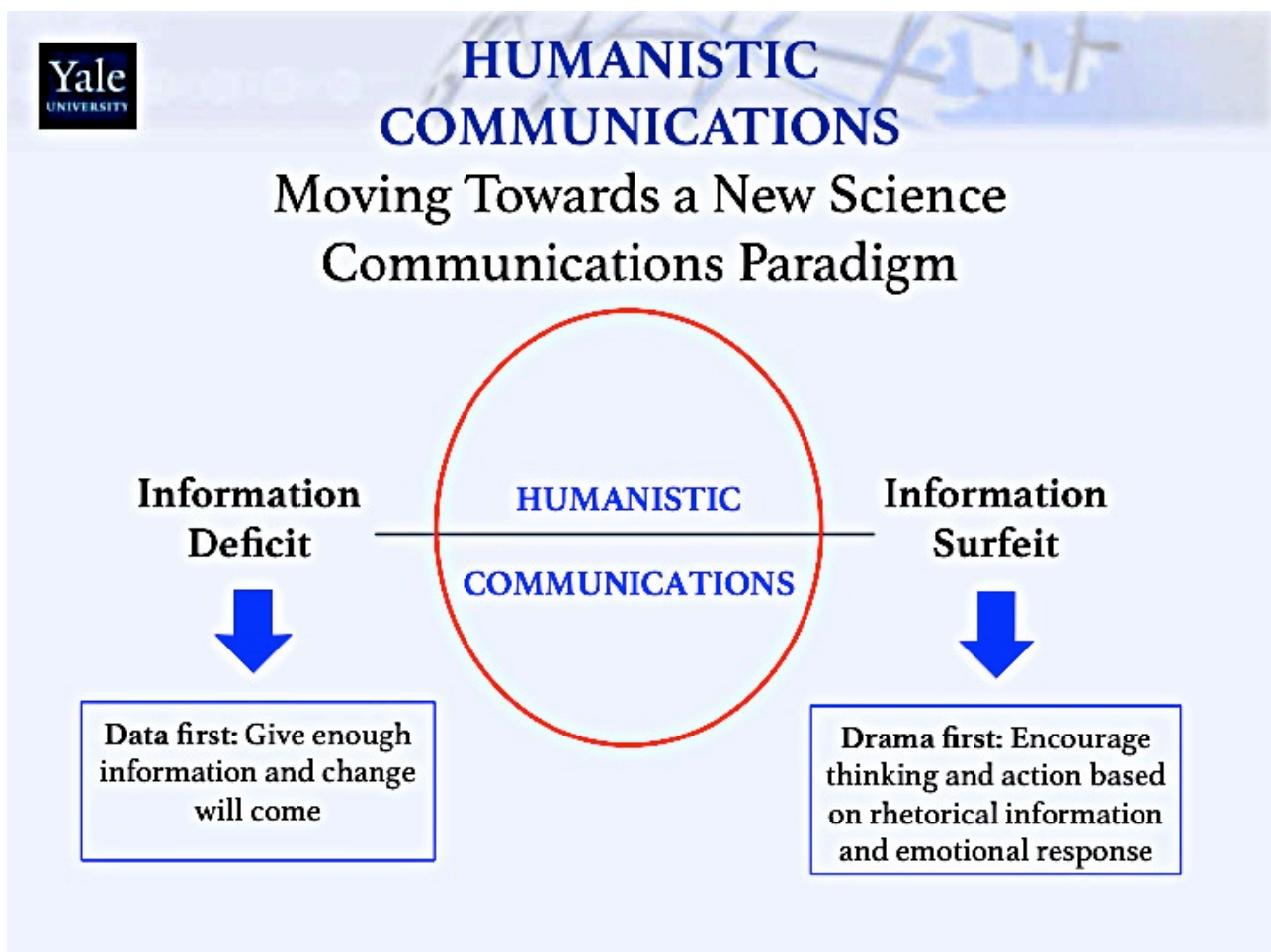


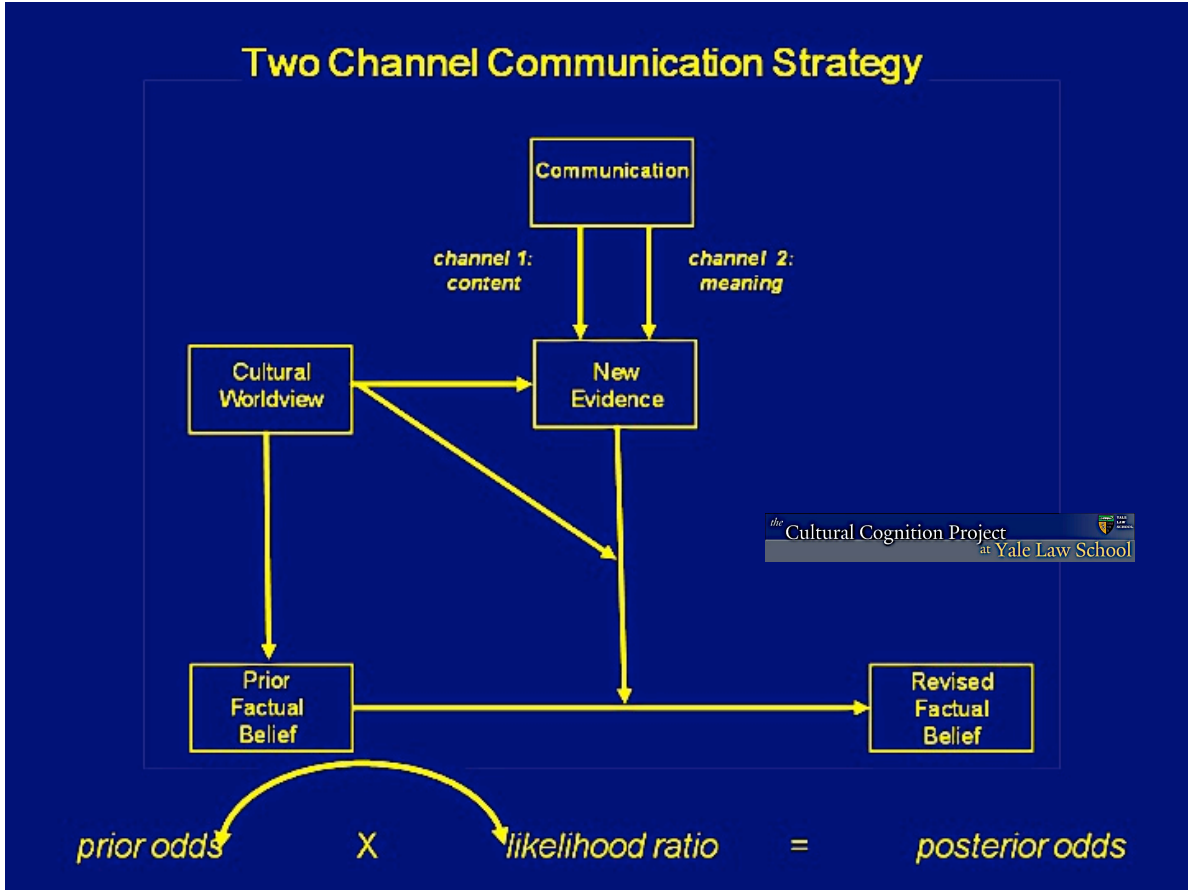
New Strategies in Science Communications

A discussion of new strategies in communications in development at universities and research institutions worldwide, spearheaded largely by Yale University, this approach builds "pathways of narrative coherence" and seeks to develop a new foundation of engagement between scientists and stakeholders for purposes of facilitating science understanding, activation, and uptake.

The discipline, called Humanistic Communications, sets out an ambitious, holistic framework for research and capacity mobilization. Central to achieving the vision is a commitment to co-design and co-produce knowledge in collaboration with societal partners -- including science, policy and media institutions -- in order to facilitate solutions that better respond to the sustainability challenges facing society.

Increasingly, the scientific community is seeking ways to engage with diverse decision-makers in government, the private sector, and civil society, and humanistic communications is offered as a method and framework to facilitate that process, and to deliver the products and services that society needs to address global sustainability challenges.





me2u Defining Language Determinant Science and Other Sectors

<u>SCIENCE</u>	<u>MEDIA</u>	<u>POLICY</u>	<u>BUSINESS</u>	<u>BELIEF</u>
Accurate	Dramatic	Realistic	Actionable	Archetypal
Qualifying	Engaging	Speaks to Need	Speaks to Revenue	Circumscribing
Highlight Uncertainty	Highlight Certainty	Highlight Risk	Highlight Benefit	Highlight certainty
Cautious	Certain	Careful	Candid	Anthemic
Build Case for Further Research	Build Audience and Interest	Build Constituency	Build Business Case	Build following
Objective	Persuasive	Popular	Visionary	Persuasive
Generate Understanding	Generate Ratings	Generate Momentum	Generate Shareholder Interest	Generate action
Steer Clear of Policy	Commit to a Conclusion	Commit to Policy Recommendations	Build Science-Based Business Scenarios	Community Ethos

	Interior	Exterior
Individual	Personal Experience Perceptions & Awareness Beliefs Thoughts & Self-Talk Evaluations Feelings Energy Creativity ----- Conscious Subconscious Creative Subconscious	Individual Activity Individual Actions Exhibited Skills Behavior Decisions Leadership
Collective	Shared Experience Culture Relationships Business DNA ----- Collective Unconscious	Collective Activity Social Interactions Group Actions Processes Human Industry

Source: Ken Wilber, *Wicked Problems*

Potential Impacts of Global Climate Change on Human Health

