

Contents

<i>List of Figures and Tables</i>	<i>vii</i>
<i>Notes on the Contributors</i>	<i>ix</i>
<i>Preface</i>	<i>xiii</i>
<i>Acknowledgements</i>	<i>xv</i>
1 Communicating Biological Sciences: An Introduction <i>Brigitte Nerlich, Richard Elliott and Brendon Larson</i>	1
PART I SETTING THE SCENE: ISSUES OF HYPE, HUBRIS AND HUMILITY IN SCIENCE COMMUNICATION AND CITIZEN PARTICIPATION	
2 How Journalism Can Hide the Truth about Science <i>Elmien Wolvaardt</i>	25
3 Technologies of Humility: Citizen Participation in Governing Science <i>Sheila Jasanoff</i>	29
PART II SCIENCE COMMUNICATION, ETHICS AND FRAMING: MODELS AND CULTURAL REALITY	
4 The Ethics of Framing Science <i>Matthew C. Nisbet</i>	51
5 Bioethical Decisions and the Public Sphere: A Cross-Cultural Perspective <i>Christoph Rehmman-Sutter</i>	75
6 Journalism and Society <i>Toby Murcott</i>	93
7 Science Communication and Ethics – Trying to Get it Right: The Science Media Centre – A Case Study <i>Fiona Fox</i>	109

PART III SCIENCE COMMUNICATION, METAPHORS AND PRACTICAL REALITIES

- | | | |
|----|---|-----|
| 8 | Genes, Genomes and What to Make of Them
<i>Jon Turney</i> | 131 |
| 9 | A Workbench View of Science Communication and Metaphor
<i>Tim Radford</i> | 145 |
| 10 | Metaphor Contests and Contested Metaphors:
From Webs Spinning Spiders to Barcodes on DNA
<i>Stephen Strauss</i> | 153 |

PART IV SCIENCE, SCIENCE COMMUNICATION AND METAPHOR ANALYSIS

- | | | |
|----|---|-----|
| 11 | Should Scientists Advocate? The Case of Promotional Metaphors
in Environmental Science
<i>Brendon Larson</i> | 169 |
| 12 | Metaphors as Time Capsules: Their Uses in the Biosciences
and the Media
<i>Iina Hellsten</i> | 185 |
| 13 | Breakthroughs and Disasters: The (Ethical) Use
of Future-Oriented Metaphors in Science Communication
<i>Brigitte Nerlich</i> | 201 |
| 14 | Craig Venter and the Re-programming of Life: How Metaphors
Shape and Perform Ethical Discourses in the Media Presentation
of Synthetic Biology
<i>Andrew Balmer and Camille Herreman</i> | 219 |

EPILOGUE

- | | | |
|----|---|-----|
| 15 | Blame Francis Bacon: The Metaphor of Progress
and the Progress of Metaphor in Science
<i>Megan Allyse</i> | 237 |
| | <i>Index</i> | 245 |