



«ETTORE MAJORANA» FOUNDATION AND CENTRE FOR SCIENTIFIC CULTURE
TO PAY A PERMANENT TRIBUTE TO GALILEO GALILEI, FOUNDER OF MODERN SCIENCE
AND TO ENRICO FERMI, THE "ITALIAN NAVIGATOR", FATHER OF THE WEAK FORCES



INTERNATIONAL SCHOOL OF SCIENTIFIC JOURNALISM AND COMMUNICATION

1st Course: COMMUNICATING ENERGY

ERICE-SICILY: 5 – 9 JULY 2009

Sponsored by the: • Italian Ministry of Education, University and Scientific Research • Sicilian Regional Government

PROGRAMME AND LECTURERS

SCIENTIFIC PROGRAM

The LHC: Smashing Protons to Shake Commonsense Beliefs
• S. BERTOLUCCI, CERN, Geneva, CH

Exploring the Sky from the Depths of the Sea
• J. CARR, CPP, Marseille, FR

Energy from the Atom: Innovation towards Sustainability
• J.-M. DELBECQ, Future Nuclear Systems - EDF R&D, Clamart, FR

An Open Database to Understand, Visualize, and Analyze Global Energy Systems
• R. GUPTA, Los Alamos National Laboratories, Los Alamos, NM, US

Green Power: a Vision of Zero-Emission Electricity Supply
• T. HARTKOPF, Stuttgart University, DE

ITER: A Fusion Experiment Based on a Worldwide Collaboration
• N. HOLTkamp, ITER Organization, Cadarache, FR

Nanobeams for Nanoscience
• L. PALUMBO, LNF-INFN, Frascati, IT

High Power Beams for Clean Nuclear Energy
• A. PISENT, LNL- INFN, Legnaro, IT

Like Burning a Star on Earth
• F. ROMANELLI, JET-EFDA, Abingdon, Oxfordshire, UK

Physics at KEK
• F. TAKASAKI, KEK, Tsukuba, Ibaraki, JP

JOURNALISM AND COMMUNICATION PROGRAM

Teaching Mistakes at School, the Right Way to Understand Energy
• G. ANZIDEI, UGIS, Milano, IT

Tools for Reporters in Communicating Science
• G. BECCARIA, TuttoScienze - La Stampa, Torino, IT

ITER - The Big Prize: Global Communication for the World's Largest Science Initiative
• N. CALDER, ITER Organization, Cadarache, FR

Europeans, Science, and Technology
• M. CLAËSSSENS, European Commission, Bruxelles, BE

Challenges in Communicating Science in the Mediterranean Area
• H. DWEIK, Al-Quds University, East Jerusalem, PS

Journalists or Apologists for Research?
• P. GREEN, AlphaGalileo Foundation, London, UK

Science in the Global Neighborhood
• J. JACKSON, FermiLab, Batavia, IL, US

The Radio and the Internet: a Pair (not yet understood) in the Digital Scenario
• F. PEDROCCHI, Radio24, Milano, IT

How to Handle the Media: Maximising the Opportunity and Minimising Risk
• J. PRYCE-JONES, iOpener, London, UK
• N. PILLAI, BBC, London, UK

Energy Goes Green: Trends in Science Centers
• M. RISHPON, Clore Garden of Science - Weizmann Institute, Rehovot, IL

Communicating Science in Museums and Science Centres
• P. RODARI, SissaMediaLab, Trieste, IT

What They don't Tell You about Reporting Science
• D. SHUKMAN, BBC, London, UK

Reaching the Heart of Japanese Public in Science Communication
• H. YOKOYAMA, University of Tokyo, JP

PURPOSE OF THE COURSE

Since many years disseminating scientific culture is recognized to be an ever-growing necessity of modern society. At present there is a large amount of scientific information available to the general public. There is, however, a continuous need of a lively discussion, in an international framework, about quality, style, and efficiency of this communication. The discussion is very well rooted already in some countries, but it is desirable to deepen it and extend it to more countries and areas.

First of all directed to young journalists, the School is aimed in general to those interested in communicating science to the public, such as young researchers. The goal is to introduce the main challenges of the field to a new generation of science communicators and scientists, encouraging them to develop new tools and strategies.

The School is based on lectures, working sessions and other activities, held on a given theme and other topics by international experts in the fields of science, journalism and communication. The central theme of the School in 2009 is energy.

The aim is to provide on one hand the basic knowledge and future prospects for energy in the world and, on the other hand, the most advanced tools to communicate this topic to the larger public.

APPLICATIONS

Persons wishing to attend the Course should apply in writing to:

Dr. Barbara GALLAVOTTI
e-mail: Barbara.Gallavotti@alice.it

- i) full name(s), age, gender, citizenship;
- ii) postal address, phone, fax, electronic mail;
- iii) affiliation;
- iv) the title or abstract of a scientific contribution to the poster session(s) which might be included in the programme.

- PLEASE NOTE
Participants must arrive in Erice on July 5, 2009 not later than 8 p.m.

POETIC TOUCH

According to legend, Erice, son of Venus and Neptune, founded a small town on top of a mountain (750 metres above sea level) more than three thousand years ago. The founder of modern history — i.e. the recording of events in a methodic and chronological sequence as they really happened without reference to mythical causes — the great Thucydides (~500 B.C.), writing about events connected with the conquest of Troy (1183 B.C.) said: «After the fall of Troy some Trojans on their escape from the Achaei arrived in Sicily by boat and as they settled near the border with the Sicilians all together they were named Elymi: their towns were Segesta and Erice.» This inspired Virgil to describe the arrival of the Trojan royal family in Erice and the burial of Anchise, by his son Enea, on the coast below Erice. Homer (~1000 B.C.), Theocritus (~300 B.C.), Polybius (~200 B.C.), Virgil (~50 B.C.), Horace (~20 B.C.), and others have celebrated this magnificent spot in Sicily in their poems. During seven centuries (XIII-XIX) the town of Erice was under the leadership of a local oligarchy, whose wisdom assured a long period of cultural development and economic prosperity which in turn gave rise to the many churches, monasteries and private palaces which you see today.

In Erice you can admire the Castle of Venus, the Cyclopean Walls (~800 B.C.) and the Gothic Cathedral (~1300 A.D.). Erice is at present a mixture of ancient and medieval architecture. Other masterpieces of ancient civilization are to be found in the neighbourhood: at Motya (Phoenician), Segesta (Elymian), and Selinunte (Greek). On the Aegadian Islands — theatre of the decisive naval battle of the first Punic War (264-241 B.C.) — suggestive neolithic and paleolithic vestiges are still visible: the grottoes of Favignana, the carvings and murals of Levanzo.

Splendid beaches are to be found at San Vito Lo Capo, Scopello, and Cornino, and a wild and rocky coast around Monte Cofano: all at less than one hour's drive from Erice.

More information about the «Ettore Majorana» Foundation and Centre for Scientific Culture can be found on the WWW at the following address:
<http://www.csem.infn.it>