



«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

2nd Course: FRONTIER SCIENCE FOR HEALTH

ERICE-SICILY: 9 – 13 MAY 2010

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

PROGRAMME AND LECTURERS

Reporting Science in a New Media World

• N. EL-AWADY, World Federation of Science Journalists, Cairo, EG

Light-Ion Therapy: a Worldwide Vision

• T. HABERER, HIT, Heidelberg, DE

The Fear Factor: Dealing with Risk Communication between Alarmist Headlines and Confident Declarations

• F. TURONE, Agency Zoe of Science Journalism, Milan, IT

Frontier Nanotechnologies for and by Life Sciences

• D. PISIGNANO, Università degli Studi del Salento and National Nanotechnology Laboratory CNR-Istituto Nanoscienze, Lecce, IT);

• P. RODARI, Sissa MediaLab, Trieste, IT

Advanced X-Ray Light Sources for Frontier Life Science Research

• E. WECKERT, DESY, Hamburg, DE

Explaining the Latest Achievements in Cancer Research and Therapy: between Hype and Hope

• D. OVADIA, Agency Zoe of Science Journalism - Padua University, Milan, IT

Neuroscience through Headline: Social and Ethical Issues in Communicating Brain Research

• D. OVADIA, Agency Zoe of Science Journalism - Padua University, Milan, IT

Angels, Demons and Black Holes - Threat or opportunity. Experience from CERN through the Start-up of the LHC

• J. GILLIES, Cern Press Office, Geneva, CH

Creating a Radio Broadcast: a Live Simulation from the Interview to the Final Assembly

• F. PEDROCCHI, Radio24-Moebius, Milano, IT

• M.C. ALBICOCCO, Radio24-Moebius, Milano, IT

Welcome in the Nanoworld (screening of a documentary movie)

New Particle Imaging Methods for Advanced Medical Diagnostics

• G. CUTTONE, LNS-INFN, Catania, IT

From 'M.A.S.H.' to 'E.R.': the Contribution of Medical TV Series to Public Understanding of Medical Issues

• E. BAUER, Dep. of Communication and Film - Seminar Ha-kibbutzim College, Tel Aviv, IL

ELI: a Vision towards Table-top Hadron Beams

• L. PALUMBO, Dip. Energetica Univ. Sapienza, Roma, IT

Putting Science in the Picture: Communicating European Research, Nanotechnology and Other Challenges

• P. VITTET-PHILIPPE, European Commission, Bruxelles, BE

From The Anatomy Theatre in Padua to Body Worlds-500 years of public anatomy, innovation and Ethical Issues

• T. BERMAN, The Israel National Museum of Science, Technology & Space; Haifa, IL

How to Handle the Media: Maximizing the Opportunity and Minimizing Risk

• N. BENNETT, iOpener, London, UK

• N. MARCHANT, iOpener, London, UK

Hadron Therapy in Clinical Perspective

• R. ORECCHIA, CNAO, Pavia, IT

Communication for the Large Scale Science lab GSI at Darmstadt/Germany: the Example of Tumor Therapy with Heavy Ions

• I. PETER, GSI Press Office, Darmstadt, DE

Science in Newspapers

• G. BECCARIA, TuttoScienze e Tecnologia - La Stampa, Torino, IT

Science is our Nature-Science Demonstrations and Shows as a way to Explain Science

Phenomena in Science Museums

• T. BERMAN, The Israel National Museum of Science, Technology & Space; Haifa, IL

Inconvenient messages concerning the practice of biomedical science, or the Importance of Being Honest

• F. BALVERT, Erasmus MC University Medical Center, Rotterdam, NL

e-Health: Bridging the Gap

• M. DOSANJH, CERN, Geneva, CH

The World Race for Nano-Beams

• P. RAIMONDI, LNF-INFN, Frascati, IT

How Bad Science Communication can Affect a Country: the Case of H1N1 in Egypt

• M. AZAB, Bibliotheca Alexandrina, Alexandria, EG

The Fermi National Accelerator Laboratory: How Frontier Physics meets Health Sciences

• Y.-K. KIM, FermiLab, Batavia, IL, US

e-Health: Opportunities and Challenges of a Paradigmatic Convergence Field

• S. BERTOLUCCI, CERN, Geneva, CH

Dealing with an Interview (reverse session)

• E. MANACORDA, Galileo, Roma, IT

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 all 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 by international experts in the fields of science, journalism and communication on general topics and on a specific scientific theme, to offer a focus to the discussion.

Frontier Science for Health is the theme of the second course of the School in 2010, aiming at highlighting on one hand some new instruments and methods that fundamental science is making available for health sciences 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

- full name(s), age, gender, citizenship;
- postal address, phone, fax, electronic mail;
- affiliation;
- 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 May 9, 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 Anchises, by his son Aeneas, 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.ccsem.infn.it>