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Communication in soil science: towards a specialized or an holistic approach?

Maria Teresa Dell'Abate, Anna Benedetti, Graziana Calza 1CRA- Istituto Sperimentale per la Nutrizione delle Piante

Via della Navicella n. 2/4, 00184 Roma

2 Sociology consultant, Latina

Teaching soil science in school is not so common at level of basic education, due to the very low presence of specific programmes within school *curricola*. However, soil scientists often experience receiving from teachers requests of inputs and training aids on soil.

Is our contribution as soil scientists adequate to meet the demand of scientific knowledge coming from school and society? Soil scientists are often more used to present their research results to other colleagues than to produce effective communication for no-specialized public. Moreover, new communication media are acquiring increasing importance in both teaching and dissemination.

A short review of didactical and dissemination experiences carried out within the Italian Society of Soil Science, Committee on Education operating since 2000, will be presented and critically analysed in the light of the importance of new communication media for young people.