

## Communicating Astronomy

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Science Communication plays a crucial role in education and in the public understanding of science. It shortens the distance between scientific research, the school and the general public. Astronomy has a privileged position in the process of science communication since it embraces different areas of knowledge such as mathematics, physics, chemistry, geology and biology. It is capable of attracting a vast audience and is a powerful tool for science popularization.

Nowadays, science must compete with many other subjects for a place in the media and in the public's attention. This paradigm has raised the standards and demands for science communication and pushed it into professionalism. The International Year of Astronomy 2009 (IYA2009) is one of the biggest challenges for astronomy communication. There are two key elements in the communication strategy that are often forgotten: detailed description of objectives and goals and evaluation of the results. They are in opposite poles of the communication strategy, but must both be taken into account from the beginning of any activity.

In this paper we will present some guidelines that can be helpful in the initial planning of outreach activities, as well as the evaluation of its results.