

Communicating Astronomy with the Public

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Communication of astronomy to the public is important and will play an ever greater role in the coming years as a link between the astronomical scientific community and society. The communication of achieved results is now seen frequently as a natural and mandatory activity to inform the public, attract funding, and attract science students.

There are however a number of obstacles in this communication work. The International Astronomical Union (IAU) Commission 55 “Communicating Astronomy with the Public” seeks to alleviate these problems and to establish and support effective ways to communicate astronomy with the public in a long term run.

In this talk we will present the various initiatives and activities taking place under the auspices of the IAU Commission 55 especially the first outcome from the peer-reviewed "Communicating Astronomy with the Public Journal" working group and the International Year of Astronomy where Commission 55 is quite involved.