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Gross, AG, Harmon, J & Reidy, M 2002, Communicating Science: The Scientific Article From the 17th Century to the Present. Oxford University Press, New York, NY.

The science communicator must keep this in mind and find ways to relate the message to the core values of the person or audience. For some that may be economics, faith, defense or curiosity.

Those who care about you are highly motivated to understand the science you work on, yet they may struggle to engage with it. As highlighted in the diagram below, typical scientific communication (such as the last journal article you read or wrote) includes a lengthy background, and then describes the methods and process used with great precision.

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