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Bringing the Heavens Down to Earth: How to Talk to Normal People About Science

PHILIP PLAIT, None

For some, talking about science to the public is more difficult - and more daunting - than actually doing the science. Not everyone can be a great public speaker, but there are ways to make the task easier, more productive, and more fun. Above all, the most important thing to remember is that your audience is not made up of scientists! They may not be familiar with the jargon, the purpose, or the conclusions of your work, so it's your job to make sure what you're saying is actually communicated to them. The good news is, they want to know. That's why they're there. All you have to do is be understood.