Features of media-covering and promotion of marine and fishery researches in Russia

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Universal goals of science promotion

- For stimulation interest for science and new people attraction’s
- For informing population and business about scientific results and their using
- For blocking of pseudoscience and falsification
- Consulting official and business for development
Media covering of fishery science’s results: targets and issues

- Promotion scientific results – technologies, products in business area (business audience)
- Calling for Investment in science projects (business and governmental audience)
- Forming positive image of fishery science (public, business and governmental audience)
- Government cooperation and involving in making decision about marine resources (public, business and governmental audience)
What the ideas should be included?

- Keeping and rational applying marine resources
- High efficiency and quick results of using of scientific products
- Deep understanding and solution of momentary and potential challenges
- Ability to forecast situation (not only with marine resources, but with main tendencies in different fields of fishery)
Government measures and tools to promote science

- Federal target program “Priority developments and explores of Russian science for 2014-2020”
- Project “Federal monitoring system of results of scientific, engineering and technological researches by science organizations
- Science and educational Tv Channels (Science 2, Science) and inform agencies
- Russian festival of science
- National ceremony and Reward “For loyalty to science”
People about science

Investigation of the Ministry of science and education, 2015

Answers of respondents

- No interest to all science: 40%
- Medicine: 30%
- Astronomy: 15%
- Military science: 10%
- Social sciences: 5%
Business about fishery science

- Assessment of fish resources
- Investigations of quality and demands
- New innovative technologies and projects
Creation and development of press department in Russia

- 1980-1990 – press specialists in commercial
- 1995-now days – forming Institute of press department, using of the modern technologies
Source of information about science

![Bar chart showing the percentage of information sources for science in 2009 and 2014. The chart compares the sources of information: TV, Periodics, and Internet. In 2009, TV dominates with 90%, followed by Internet and Periodics. In 2014, the percentage for TV decreases to 50%, with Internet increasing to 30% and Periodics remaining at 10%.](chart.png)
Main problem science promotion to overcome

- Blame science in failure of fishery
- Misunderstanding of the goals of science activity
- Attempt to ignore science recommendations
Conclusions

- Need to promote science with fishers and officials
- Growth of cooperation between press departments of science institutes
- Using of modern ways of promotion - social nets, Apps, Youtube channel, sites and special events
- Cooperation in promotion activity with international organizations (PICES, ICES, NPFC)
THANK YOU FOR ATTENTION!