

La divulgazione della ricerca genetica sulle piante Anna Meldolesi (Corriere della sera)



Bologna, 2 dicembre 2016 (image credit: Bob Byrd, Nature Biotechnology)



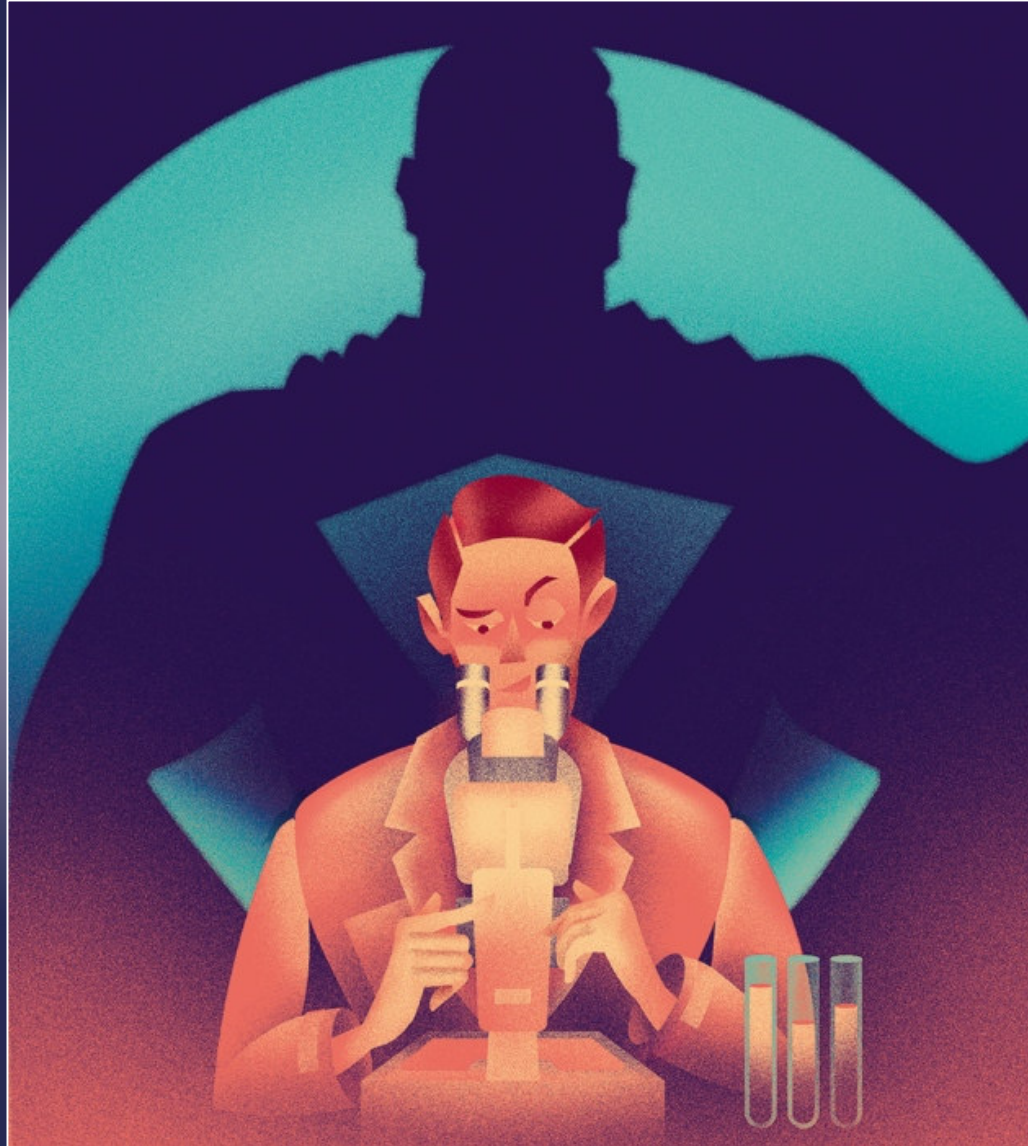
La crisi dei
media
tradizionali

Arriva l'editing genomico

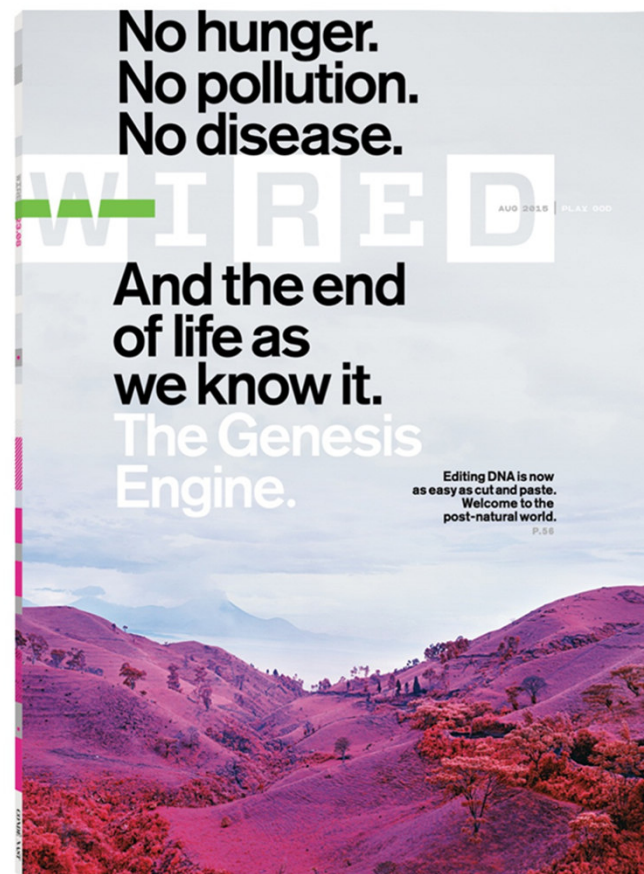
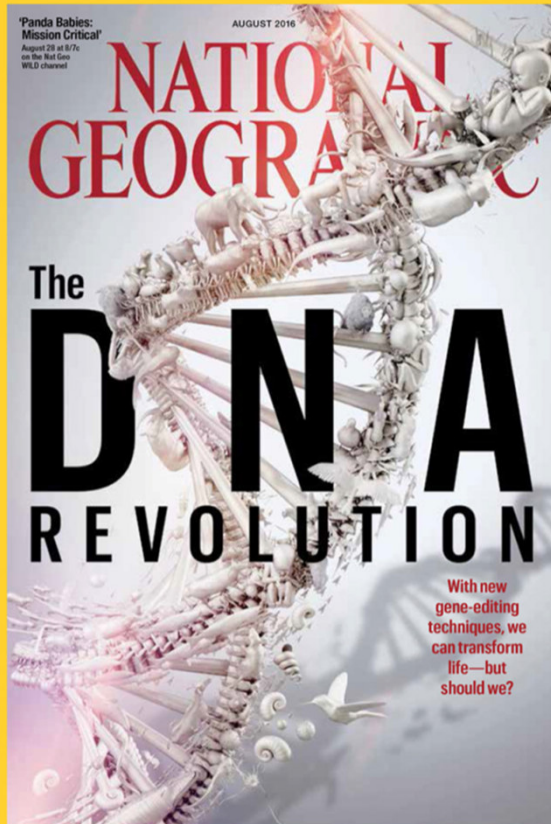


Gli errori da non fare:

1. Alimentare aspettative grandiose



Nature,
illustration by
Vasava



Gli errori da non fare:
2. Comunicazione divisiva

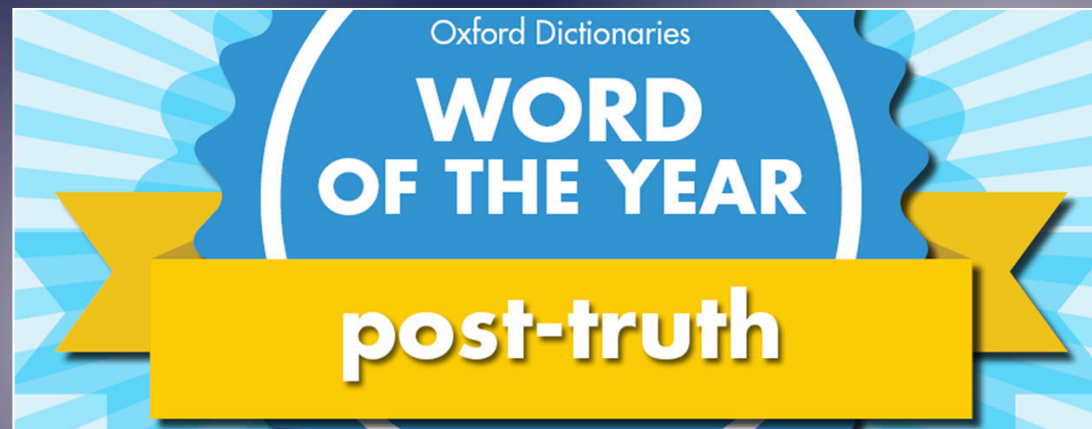


Gli errori da non fare:

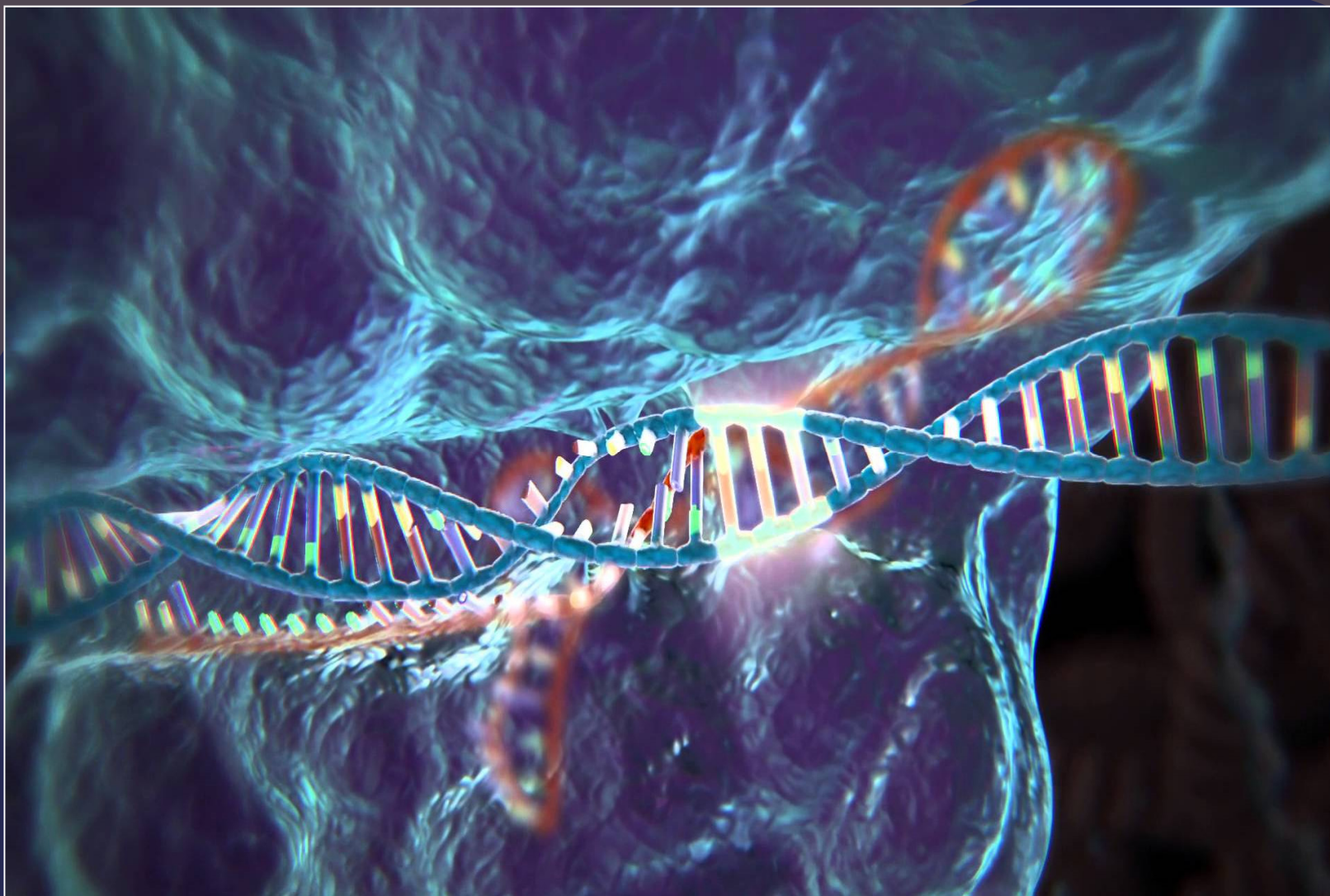
3. Muoversi tardi, quando il framing c'è già



La comunicazione ai tempi della post-verità



After much discussion, debate, and research, the Oxford Dictionaries Word of the Year 2016 is *post-truth* – an adjective defined as ‘relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief’.



Grazie!

Blog <http://lostinpalapagos.corriere.it> twitter @annameldolesi