

Audience needs more “fun” than facts

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Katharine Hayhoe wrote an article entitled “When facts are not enough”(1). Whatever the type of media is used, the essence of communication begins with understanding the audience (2). Instead of “an approach to bombarding the unconvinced with more data” (1), an approach to entertaining/inspiring the audience plays a key role in building a good relationship with the audience (3).

Communicators need to design special key phrases that attract/stimulate the audience’s mind so that the audience can explore the exciting world (4). Burke suggests us the key roles of scientists including what scientists find compelling, what drives them, what obstacles we must overcome, and the excitement that scientists felt at the time of discovery” (3).

References:

[1] Katharine Hayhoe, “When facts are not enough”, Science 01 Jun 2018: Vol. 360

<http://science.sciencemag.org/content/360/6392/943.full>

[2] D McQuail, “Audience analysis” 1997, SAGE Publications

[3] KATIE L. BURKE, “12 Tips for Scientists Writing for the General Public”

<https://www.americanscientist.org/blog/from-the-staff/12-tips-for-scientists-writing-for-the-general-public>

[4] Yoshiyasu Takefuji “Invention Secrets” March 2013, Kindaikagaku