

OUTREACH AND HOW TO DO IT

E3 Workshop

Science communication faces several challenges, including making complex concepts accessible to the public, overcoming misinformation, and engaging audiences with varying levels of prior knowledge. These difficulties are intensified by the rapid evolution of scientific discoveries, requiring constant updates in dissemination methods.

Communicating the history of science presents even greater challenges. Historians must convey scientific principles while contextualizing them within their socio-political periods. This demands a storytelling approach that balances accuracy with narrative appeal, requiring precision and creativity to make historical scientific developments relevant and appealing to today's audiences, and ensuring that engaging content about the history of science reaches the audience effectively. Choosing the most appropriate media and format is, therefore, crucial to effectively communicate historical narratives.

We start from examples of the various outreach activities explored so far in the project E3Global. Towards a global history of the 1919 total solar eclipse, about the two British astronomical expeditions that confirmed Einstein's prediction of light bending, including the exhibition "E3. Einstein, Eddington, and the Eclipse," and a graphic novel "Einstein, Eddington, and the Eclipse: Travel Impressions." In this workshop, we will explore ways of communicating the various historical and scientific dimensions of eclipses' observation, from the organization of expeditions, and the actors involved to their socio-political-scientific dimensions.