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Introduction to science communication: why share your research - (Bárbara Ferreira, ESO)

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Science and everyday life are now more interconnected than ever. Communication is key to engage with different audiences, whether you want to inspire others or gain support for your research. This talk will look into the reasons why scientists and engineers should share their research with audiences beyond their peers, serving as an introduction to the science communication talks that will follow.

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Session Classification: How To Promote Your Research