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- () , EU,

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TV

AAAS

2061, Mass

Media Science and Engineering Fellows Program,

· (EU)

가

, European Food Authority,

TRUSTNET

communication

,

, European Group on Ethics

MEDIA

, Eurobarometer

STEDE

· ()

, Media Fellowship,

· PUSET

DB

Public Consultation on the

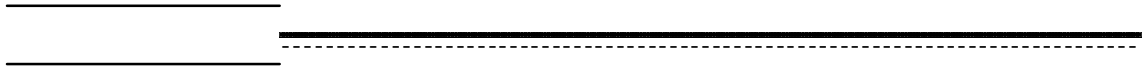
Biosciences, People's Panel, Science and Society Program

가

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1.

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(Science and Technology Studies)

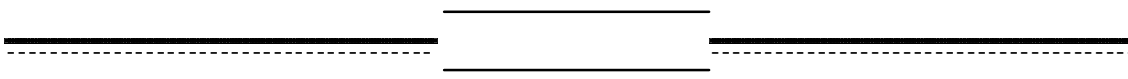
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(interfaces)

가

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가

2.

(National Science Foundation, NSF)

- NSF

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(Informal Science Education, ISE)

· 1984

· , TV , 1994

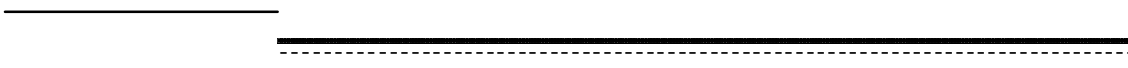
· ISE TV ■ (Magic School Bus)

· , ,

(National Science and Technology Week, NSTW)

- 가

· 1986 1999 4 4



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 · , , ,

· 2000
 가 Find Out Why

- (Public Understanding of Research, PUR)
 · PUR NSF
 (established science) (ongoing research)

· ISE
 · , , ,
 · · ,

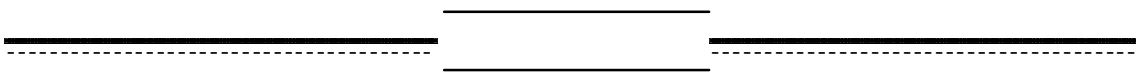
- NSF 1972 2 (Science and Engineering Indicators) (Surveys of Public Attitudes toward Science and Technology)

(American Association for the Advancement of Science, AAAS)

- AAAS <Science> , AAAS , Project 2061, Mass Media Science and Engineering Fellows Program, AAAS Award

- AAAS
 ·
 · ■

■ (International Public Science Day)



· AAAS , , on-line

- **2061**

· 2061 1985 2061

· , 가 ,

· 가가 <Science for All Americans> (1990), <Benchmarks for Science Literacy> (1993)

- **Mass Media Science and Engineering Fellows Program**

· , , 10 , , , TV

- **AAAS**

· AAAS Awards for Public Understanding of Science and Technology: 1987

· AAAS Science Journalism Awards: 1945

- **2,000 (Exploratorium), (New York Hall of Science), (Chicago Museum of Science and Industry)**

- 1964

1986

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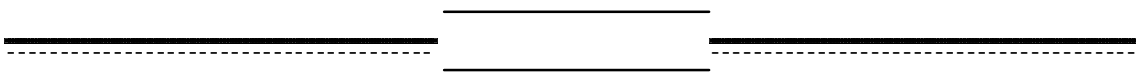
30%

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3.

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가



· (risk)

가

(European Food Authority)

· 가, , 가
TRUSTNET

-

· (Framework Programme)

가

- 2002 4

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, TV
5가

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(European Group on Ethics)

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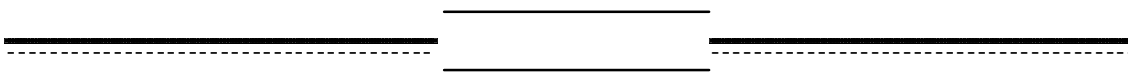


- 가
 - , 가 ,
NGO, , ,
 - 가

- - (MEDIA)
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 - 가 , ,
 -

- 35 300 , ,
ECSITE (European Collaborative for Science, Industry, and Technology Exhibitions)
- ECSITE

- ISCOM(Improving Science COMMunication),
BIONet, ▪
▪(Chemistry for Life)



- ■ (Eurobarometer)
-
- 25 119 STEDE(Science Teacher Education Development in Europe)
- STEDE 11
- ,
- 가

4.

(British Association for the Advancement of Science, BAAS)

- BAAS (Annual National Festival of Science), BAYS(Youth Section of BAAS), Media Fellowship
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- **BAYS(Youth Section of BAAS)**

· BAYS

· BAYS

- **Media Fellowship**

· , , , TV

1 2

· Media Fellowship

가

- **BAAS (Royal Society, RS), (Royal Institution, RI)**

· RI 1826

TV

· RS 20

· 1986 BAAS, RS, RI가 COPUS(Committee on the Public Understanding of Science)

PUSET (Public Understanding of Science, Engineering and Technology Team)

- 1994

PUSET , (Research Council)

- **PUSET**

· Public Understanding Grants Scheme:

COPUS

가

· DB : 가 DB

2 가

· Young Engineers Club,
Teacher Development Programme,
Women in Science and Engineering Programme

· <Wolfendale Report> (1995), <Going Public> (1996), <Science Connections>
(1997), <Science and the Public> (2000), <Science in Society Report> (2002)

- 2002 ■ (Science Year)
(Science Club Network), (Tales of Blooming Science) ,
(Science in Libraries), (Science Ambassadors)

-
· Public Consultation on the Biosciences:

· People's Panel: 5

· Science and Society Programme: (Economic and Social Research
Council, ESRC)



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(National Week of Science, Engineering and Technology, 3 3), BAAS

(Annual National Festival of Science, 8 9),

(Edinburgh International Science Festival, 4

가)

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1986

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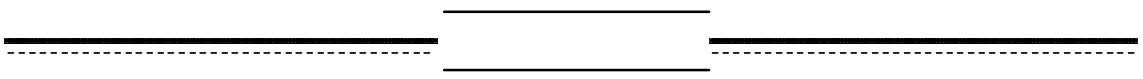
■(Wissenschaft in Dialog)

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2000

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· PUSH(Public Understanding of Science and Humanities)

· , , PUSH

· 가

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 · (BMBF)가

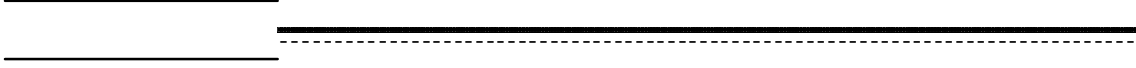
· 2000 , 2001 , 2002 , 2003

· 8 ,
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 Science Street,

- 2000 ■ ■

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- PUSH
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15 20

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(Consensus Conference)

- (Danish Board of
Technology)가 1987 1 2
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. (steering committee):
3 5
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10 15 가
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(Science Shop)

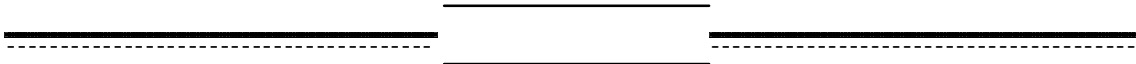
- 1973 (Ütrecht)
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- 가 가
- 가 가
- 16 , , , ,
- (community research center) 가
- 1999 2001 5 SCIPAS(Study and Conference on Improving Public Access to Science through science shop) 가 가
- INTERACT(Improving Interaction between NGOs, Universities and Science Shops) ISSNET(Improving Science Shop Networking) 가
- (Science Channel)
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- 1996 4
- 1998 10 2 (JST) : · 10 16 6



가 2000 10
 : 5 (15 20), 6 (10 16)

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가 , ,
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10 2001 6 2000

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가 70%, 67%가

TV 96%가 가 가

가

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가 가

6.

가

- ■ (PUR), ■ ■

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가 가
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- (AAAS), (BAAS)

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- 2061,

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(2003), "EU : ", ■
■ 13 1 , pp. 62-73.
(2001), ■ , ■ ■ 11
5 , pp. 2-12.
(2003), ■ , ■ ■
13 3 , pp. 70-80.
(2001), ■ : ■ , ■ ■ 11 5 , pp.
87-98.
(2000), ■ : ■ , ■ .
(2002), ■ , ■
(2001), ■ : NSF AAAS ■ , ■ ■
11 5 , pp. 68-74.
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<http://www.dti.gov.uk/ost/ostbusiness/puset/puset.htm/> (PUSET)

<http://www.nsf.gov/> ()