PART I
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Why communicate about science?
   How do Lithuanian scientists feel about science communication?
   Benefits of science communication, barriers to science communication

Development of science communication as a field of research and practice

   Status of the research field in Lithuania
   Evolution of “thinking” about science and the public
   Science communication theories

What is effective science communication?

   Difficulties with communicating about science/misconceptions about science communication
   Understanding audiences: what influences public attitudes and behaviors about science, health and technology? Why do people reject science?
   Effective communication strategies