



## METADATA

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### Abstract

Science communication aims at providing the public with simplified information about techno-scientific matters and at inspiring citizens to get actively involved in the production of the pertinent knowledge and in critically examining its effects on their daily lives. Bioethics is part of the so-called “applied ethics”, and it proposes the development of general public policies as well as the implementation of practical measures for dealing with various problems concerning life sciences, technology, and the environment, by taking into account certain moral and/or sociocultural values. In both these fields of study and research, framing, that is to say, the promotion of particular descriptions of the aforementioned

dilemmas, their causal interpretations, and recommended ways of handling them, plays a decisive role in how citizens and politicians understand and approach said dilemmas. Thus, the manner in which the mass media, and especially—in our day and age—the digital ones, are used by science communicators (be they specialized journalists, lay individuals, or members of the scientific community) and by bioethical thinkers in the relevant public debates has significant ramifications as regards a broad spectrum of issues; to name but a few, from public health to the potential dangers of robotics, and from climate change to the required differentiation between useful popularization and misleading populism.

