

Features of media-covering and promotion of marine and fishery researches in Russia

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Universal goals of science promotion

- • For stimulation interest for science and new people attraction's
- • For informing population and business about scientific results and their using
- • For blocking of pseudoscience and falsification
- • Consulting official and business for development



Media covering of fishery science's results: targets and issues

- Promotion scientific results – technologies, products in business area (business audience)
- Calling for Investment in science projects (business and governmental audience)
- Forming positive image of fishery science (public, business and governmental audience)
- Government cooperation and involving in making decision about marine resources (public, business and governmental audience)



What the ideas should be included?

- Keeping and rational applying marine resources
- High efficiency and quick results of using of scientific products
- Deep understanding and solution of momentary and potential challenges
- Ability to forecast situation (not only with marine resources, but with main tendencies in different fields of fishery)

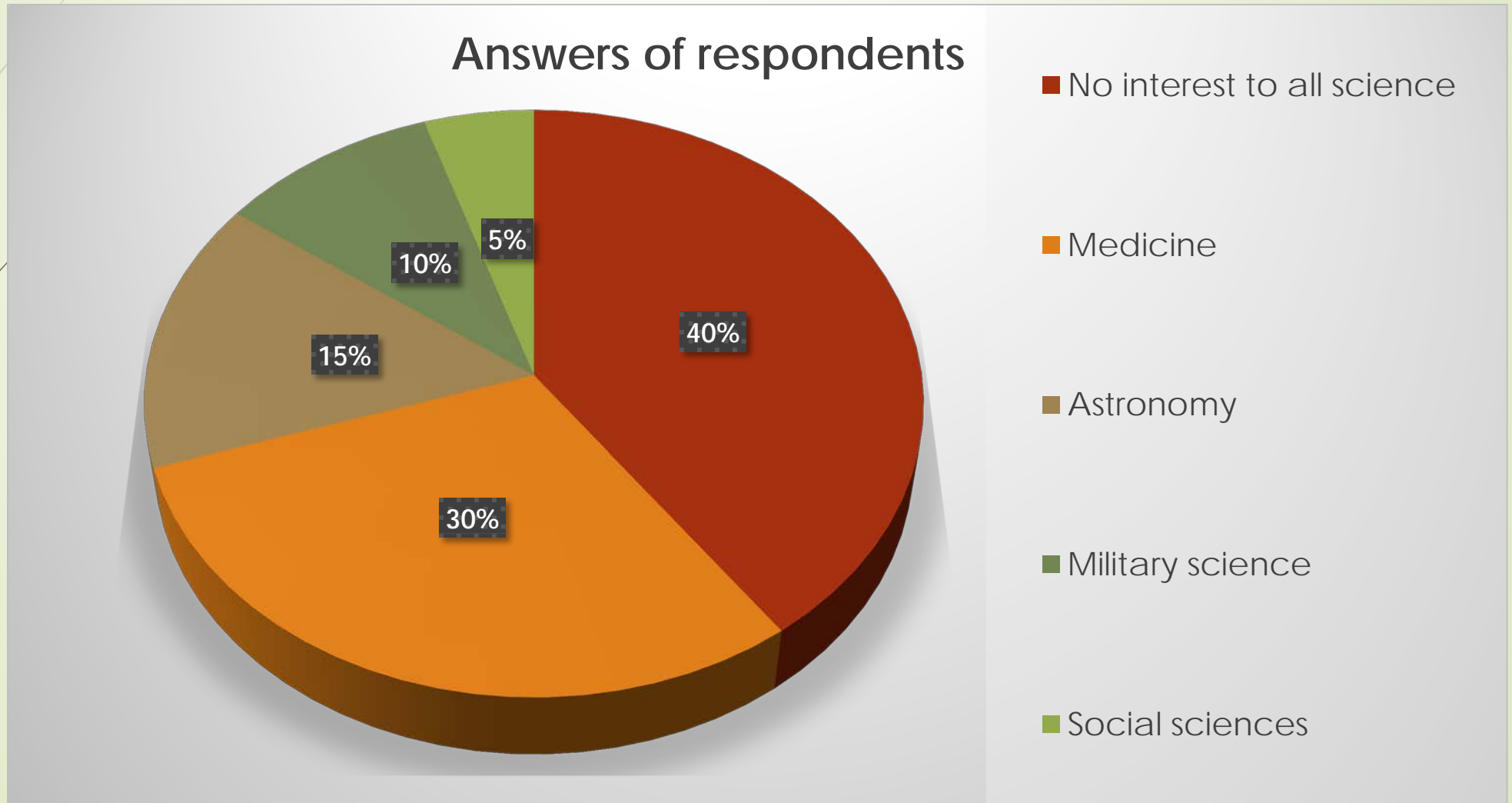


Government measures and tools to promote science

- Federal target program “Priority developments and explores of Russian science for 2014-2020”
- Project “Federal monitoring system of results of scientific, engineering and technological researches by science organizations
- Science and educational Tv Channels (Science 2, Science) and inform agencies
- Russian festival of science
- National ceremony and Reward “For loyalty to science”

People about science

Investigation of the Ministry of science and education,
2015





Business about fishery science



Assessment of fish
resources

Investigations of quality
and demands

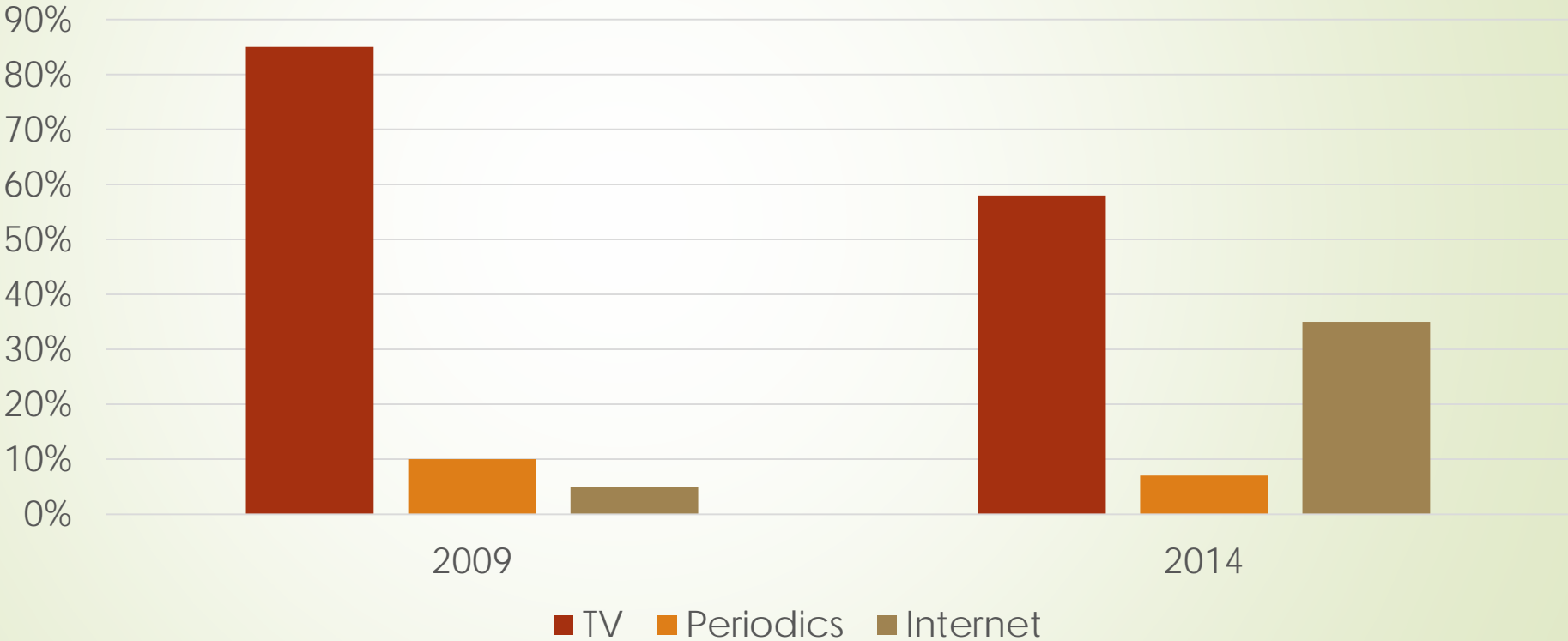
New innovative
technologies and
projects



Creation and development of press department in Russia

- ❖ 1980-1990 – press specialists in commercial
- ❖ 1992-1994 – media-agents in official and government structures
- ❖ 1995-now days – forming Institute of press department, using of the modern technologies

Source of information about science





Popular science TV-show “Morskaya” (“Marine”)

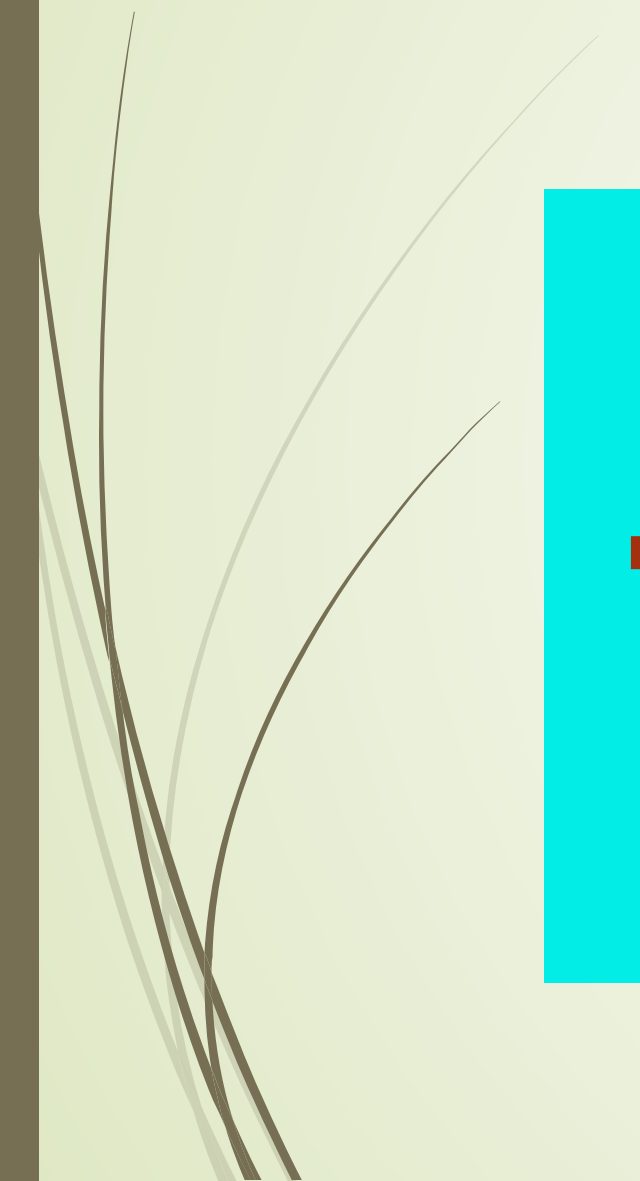
Exhibition Seafood & Technology Expo 2017



Seminar “The problems of fishery of the pelagic resources”

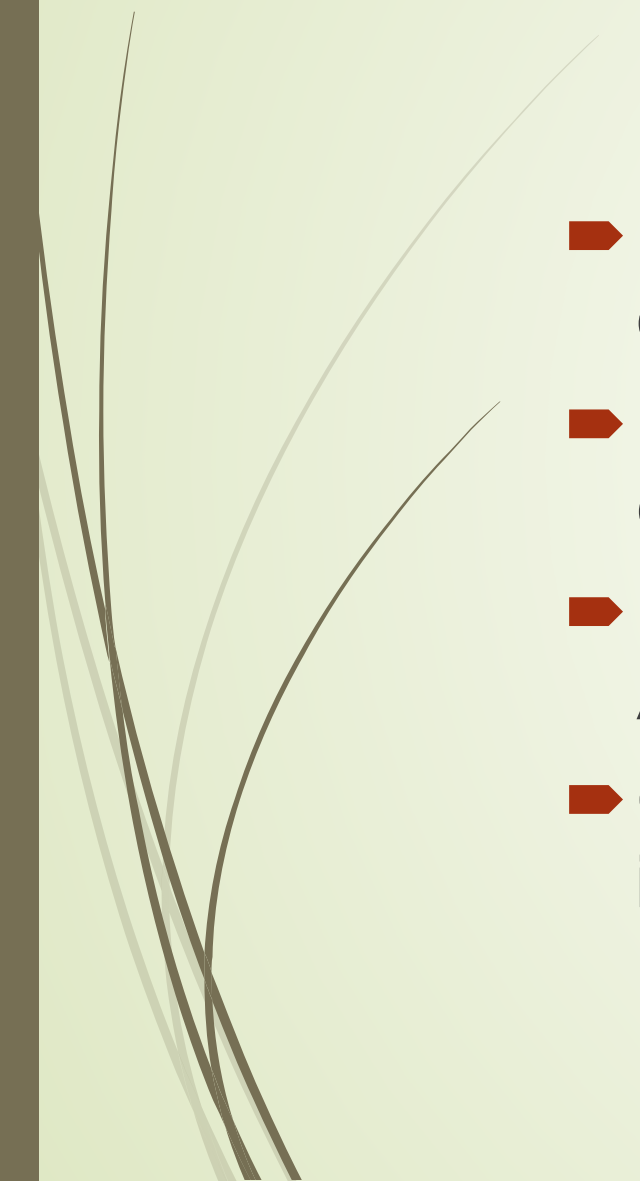


Main problem science promotion to overcome

- Blame science in failure of fishery
 - Misunderstanding of the goals of science activity
 - Attempt to ignore science recommendations
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Conclusions

- Need to promote science with fishers and officials
 - Growth of cooperation between press departments of science institutes
 - Using of modern ways of promotion - social nets, Apps, Youtube channel, sites and special events
 - Cooperation in promotion activity with international organizations (PICES, ICES, NPFC)
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**THANK YOU FOR
ATTENTION!**