



Responsibility and the Role of the Press

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ABSTRACT The press plays a fundamental role in communicating science to the public. However, the linear model of public communication of science has been the target of considerable criticism and is in the process of being replaced by an alternative model of mediation of knowledge. It is pledged to futhering critical awareness about the boundary work in which the cognitive and the ethical authoritativeness of science is the object of negotiation between scientists from different fields, policy makers and other social actors. The mythology of breakthroughs in the communication of biomedical technosciences provides relevant examples of such a boundary work and the need of an alternative model of mediation of knowledge. According to the former, science writing has a fundamental ethical responsibility towards asserting that biomedical technoscience is capable of providing means to an end, rather than guaranteeing predetermined positive results.

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