



College of Liberal Arts & Sciences
Office of the Dean

2014 Turlington Hall
PO Box 117300
Gainesville FL 32611-7300
Voice: (352) 392-0780
Fax: (352) 392-3584

Distinguished Journalist to Lecture on Communicating Science

September 25, 2003

Contact: Allyson A. Beutke, College of Liberal Arts and Sciences
352-846-2032
Writer: Kimberly A. Lopez

GAINESVILLE, Fla. — Working in the field of science communication for the past 30 years, Sharon Dunwoody knows the importance of making the public understand science. Dunwoody will lecture on “Explaining Complicated Science to the Public” on Wednesday at 7:30 p.m. at the Florida Museum of Natural History, Powell Hall. The talk is part of the Florida Frontiers Lecture Series and is sponsored by the College of Journalism and Communications.

Dunwoody is Evjue Bascom professor and director of the University of Wisconsin-Madison, School of Journalism and Mass Communication, where she teaches science communication writing and research courses. Her research areas include public understanding of science topics, including the behaviors of journalists, the nature of messages and the effects of messages on audiences. Her recent studies have focused on how people use information to make decisions about health and environmental risks, and the role of science Web sites in the public’s understanding of science.

After earning a bachelor’s degree from Indiana University in 1969, Dunwoody worked as a newspaper science writer before earning a master’s degree from Temple University in mass communication. She returned to Indiana University and received her Ph.D. in 1978.

In her teaching career, she served as Fulbright Distinguished Lecturer in Brazil and as a visiting journalism fellow at Deakin University in Australia. Dunwoody is also the former head of the section on General Interest in Science and Technology of the American Association for the Advancement of Science, past president of the Midwest Association for Public Opinion Research, and past head of the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication.

Dunwoody is the fifth speaker for the Florida Frontiers Lecture Series celebrating UF’s sesquicentennial celebration in 2003. Organized by the College of Liberal Arts and Sciences, the series brings prominent speakers and performers to campus who lead at the frontiers of modern research. Speakers are hosted at 7:30 p.m. every Wednesday, and the lectures are free and open to the public. For more information about the Florida Frontiers Lecture Series, visit www.clas.ufl.edu/150 or call 352-846-2032.