

COMMUNICATING ENTOMOLOGY TO COMMON PUBLIC: WAY FORWARD

The Indian Entomologist, an initiative by the young minds under the auspices of the Entomological Society of India has so far brought out five issues and this is the sixth. I see dramatic improvements in the logistics and deliberations of these issues. In fact it has multiple and varied contents to make it unique. That is why I wrote in the editorial note of the last issue that the Indian Entomologist is serving as a unique forum for dissemination of Entomology and it is progressing well in this direction. I also stressed about the introspection of what we all are doing as professional Entomologists. I wish to continue stressing about this introspection, especially in assessing how we are moving forward in comparison to what is going on in other such platforms. Let me do this by taking just one example, the “Entomology Today” brought out by the Entomological Society of America and “Indian Entomologist” by ESI. Needless to mention this will hover around “effective science communication”.



“Entomology Today” brings out interesting discoveries in the world of insect science, news and events from entomological societies, in addition to feature articles by volunteer authors. In this manner it is connecting Entomologists and others, who study insects, their importance, and their impact. One can see effective science communication rampant herein. In similar lines Indian Entomologist had also brought out blogs to bring day to day updates. This is to enable people connected with recent updates in Indian Entomology. Our blog section is one of the unique platform for the Entomologists to bring to the fore their communication skills. This is also serving the common public with updated happenings in Entomology. Till date, Indian Entomologist has published more than 38 blogs which cover different topics contributed by many authors including students. This section attracted the unique viewer base for the Indian Entomologist across the world. However, there is need to attract more students and young minds to write blogs.

Thus, it is an opportunity for Entomologists “to communicate”. The authors need to care about answering questions on- Why should the reader care about our writing? Whether the writing by us, the professional Entomologist, is informal? Is it brief, to the point and sticks to the basics of what readers need to know? As reiterated in the Entomology Today and Indian Entomologists blogs’, sharing Entomology as a science here cannot be purely academic, as the readers do want to peek into the science behind. Our writing must provoke the reader to “know” about our research, especially those which arise as surprising facts, and those warranting further research. By default, these must include visuals that are effective in

communicating and in as little space as possible. What and how we communicate must be based on the target audience and the goal to be achieved. Successful science communication can be less straightforward and simpler than we presume. In the contents of Indian Entomologist it is high time that we introspect on all these points. The objective is to communicate Entomology to the common people effectively. In addition, as I had been stressing always, these shall not only perceive how Entomology was performed and disseminated by our earlier generation of Entomologists, but also about what imminent changes are warranted to ensure effective communication. Let us forge ahead with this in mind in our future issues of the Indian Entomologist.

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