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# COMUNICATING GEOLOGICAL HERITAGE THE IMPORTANCE OF LANGUAGE

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## C1.- TRAINING COURSE

Grupo de Desarrollo Rural Subbética



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1. I must confess that...
2. The general problem
3. What is dissemination (and what is not)
4. Weaknesses and strengths
5. Interpretation and dissemination
6. And yes... the language
7. Conclusions

Seminar on turbidites







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## 1. I must confess that...



Not much of the following is the result of reflection or planning

Intuition

Feeling

Trial and error

24 years disseminating geology

**Common sense**





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## 2. The general problem



All our societies have a notable lack of geological knowledge.

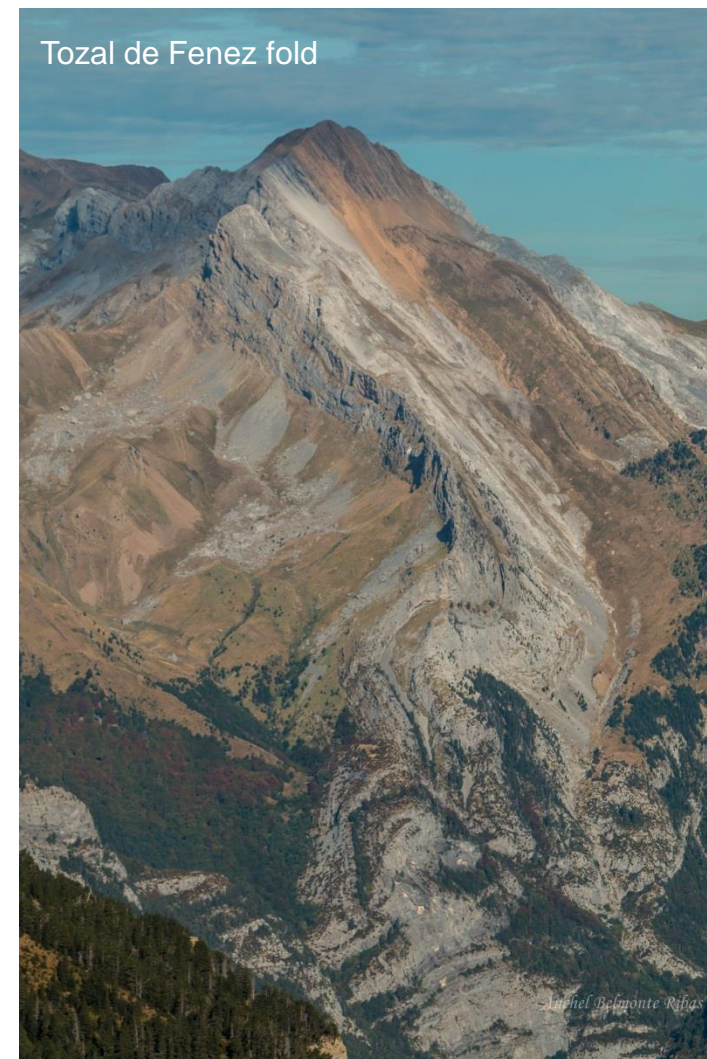


Geology is underrated, and even ignored, as a science.



Raising awareness among the general public

Is that easy?







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### 3. What is dissemination (and what is not)

Communicate to the public the meaning and the value of the geological elements in order to promote their **understanding** and to encourage (geo)**conservation** addressed attitudes.

**Sensitivity**







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### 3. What is dissemination (and what is not)



## Dissemination vs Education

Geotrail in Broto valley







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### 3. What is dissemination (and what is not)



#### Dissemination:

- Is the result of planning after having assured conservation.
- There are several methods depending on your resources, aims, public...
- It must communicate concepts related to conservation, vulnerability and behaviour in the environment.
- Each country and culture is a whole world!
- It triggers a feedback process: dissemination increases the cultural level and that increases the demand of dissemination.



Fieldtrip during EGN Week





## 4. Weaknesses and strengths

- Physical magnitudes out of the sensorial experience of the people
- Deep time
- Geographic scope
- Need of capacity of abstraction
- Not always interesting or important is beautiful

- Historical and narrative character
- Ability to surprise
- We are not just telling a story but The Story
- Quite often, a good story in a raw beautiful environment







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## 5. Interpretation and dissemination



Dissemination is the goal

**Interpretation** is the tool



1. Generates curiosity, attracts attention.
2. Communicates information in terms that the public can understand.
3. Tries to connect geological facts with those of daily life.
4. Reveals the meaning of the interpreted sites.







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## 6. And yes... the language



**SELECT**

**FORGET**

We tell a story with a message:

- Brief
- Clear
- Intriguing
- Persuasive



Bachimala massif, Chistau valley





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## 6. And yes... the language

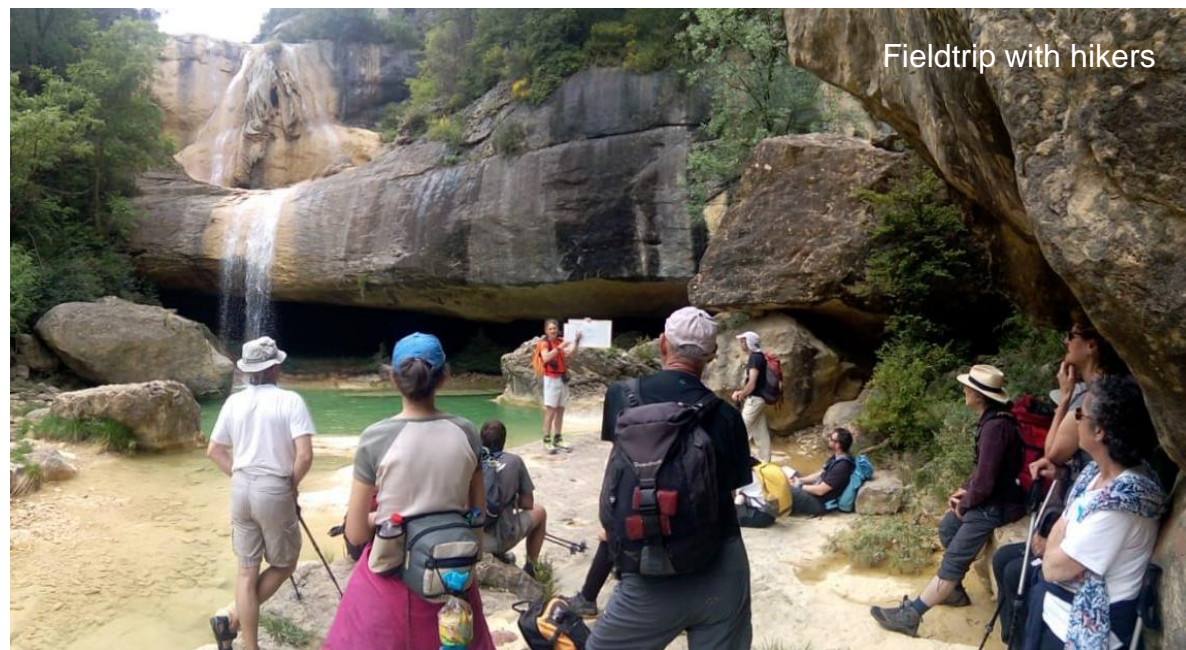


- What
- Who
- Format



Boards / leaflets / field guides / oral speeches

- Each site has its own particularities
- Each public has its own necessities
- Each language has its own way of expressing itself
- Each culture has its own way of perceiving the reality







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## 6. And yes... the language



- Avoid overly complex issues
- Focus on the essentials
- The best material is not the most complete but the one that better explains something and in the most attractive way
- The geosite sometimes «talks» but someothers are even difficult to identify.







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## 6. And yes... the language



- Run away from jargon (please, please, please)
- Use humour (if you are funny, if not it can be scary)
- Be careful with place names
- Avoid pompous or archaic words
- Redundancy of key words may be useful
- In written format:
  - Organize the message hierarchically
  - People don't read in order
  - Don't add references
  - Check a stylebook



Interpretation board in Murillo de Tou





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## 7. Conclusions



Turbidites Seminar

- Be flexible
- Have options
- Move with your audience

# ENJOY



Ángel Belmonte Ribas



MUCHAS GRACIAS POR VUESTRA ATENCIÓN  
THANKS FOR YOUR ATTENTION

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