

## **An outreach experience**

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In our technological world, Science is everywhere and to participate to the public debates, citizens will need some basic scientific notions. Raising awareness of the public in Science is thus always worthwhile, even though only a small fraction of the audience will envisage a career in the field. Bringing science to the layman should even be a duty for scientists: we should not forget that we are paid by taxpayers, and are part of a public service; and besides, people tend to reject things that they do not understand - to get support, scientists need to enter the public arena and confront the crowd.

Relying on attractive images and a timeless fascination, astronomy is particularly suited to do that. But what should a willing astronomer do to share (his/her) knowledge? There is certainly no definitive answer for that, but a few hints can still be given. Based on personal experience, this talk will present a few tips and things to avoid in three cases: animations (for kids and grown-ups), writing, and talking.