

## **Brian Trench**

Brian Trench is a former senior lecturer (retired 2010) in the School of Communications, Dublin City University (DCU). He is also a former Head of School (2002-2007). In DCU, he was the founding co-ordinator of the Masters in Science Communication, most recently teaching Science and Society and Trends and Issues in Science Communication on that programme. Current and recent responsibilities and committee memberships include:

Member, [Celsius](#) research group on cultural, ethical, legal and social issues in science, DCU, and co-organiser annual Celsius science-in-society seminars

National correspondent on EU-funded project, MASIS (Measurement and Assessment of Science in Society), 2010-2012

Workpackage leader in EU-funded project Perares (Public Engagement with Research, Research Engagement with Society), 2010-2014

Member, science in society team, on EU-funded project, PLACES (Platform of Local Authorities and Cities Engaged with Science), 2010-2014

Scientific committee, [Public Communication of Science and Technology \(PCST\) network](#)

Editorial board, [Journal of Science Communication](#)

Scientific committee, [Observa - Science in Society research centre](#), Italy

Member, Local Organising Committee, Euroscience Open Forum, Dublin 2012

Dublin City University Research Ethics Committee (member to 2010; chair, 2004-2009)

Member, ESConet (European Science Communication Workshops) EU-funded project, 2008-2011

Partner in EU-funded project, AVSA (Audio-Visual Science Audiences), 2008-2010

### **Background:**

Brian Trench was a staff member of DCU from 1992 to 2010. Before that, he was a journalist, reporting and reviewing politics, foreign affairs, labour affairs, jazz, science and technology, media and more for newspapers, magazines and radio. At DCU, he has developed and taught courses in journalism practice, research methods, study skills and several aspects of science communication. He has managed research projects on a wide range of topics, including media coverage of Ireland's smoking ban, formation of Irish science policy, public issues in the application of biotechnology and use of information and communications technologies in the community and voluntary sector. His past activities and responsibilities also include:

- Member of government advisory body, Irish Council of Science Technology and Innovation, 1997-2003
- Co-ordinator of Science in the City Programme, British Association Festival of Science, Dublin, September 2005
- Project manager, Communicating Nanotechnology, commissioned report for NanoIreland Task Force, 2006
- External lecturer on Masters in Computer-mediated Communication, Roskilde University Centre, Denmark, 2000-2003
- Visiting lecturer, University of Paris 7, November-December 1996; University Pompeu Fabra, Barcelona, March 2001, May 2002

- External examiner, Birkbeck College, University of London; University of Paris 7 (PhD); John Moores University, Liverpool; St Patrick's College Maynooth; Open University, UK
- Group leader on EU-funded ENSCOT (European Network of Science Communication Teachers) project, 2000-2003
- Participant in EU-funded MUDIA (Multimedia Content in Digital Age) project, 2001-2002
- Leader of courses in Online Journalism, at [European Journalism Centre](#), Maastricht, Netherlands, October 1999, October 2000, June 2001, May 2002 and at Caucasus Media Centre, Yerevan, Armenia, July 2002
- Presenter, weekly radio programme on media issues, MediaVox (RTE Radio One), 2001-2002
- Board member, [Centre for Cross-Border Studies](#), 1999-2003
- Training co-ordinator, EU-funded project, JetPilot: Professional Issues in Digital Media, 1998-99
- Project manager, Making Freedom of Information Work public education project, 1998-2000
- Project manager, Voluntary Sector in the Information Age, 1996-98
- President, Irish Science and Technology Journalists Association, 1995-96

### Selected Publications

Vital and vulnerable: science communication as a university subject, in B. Schiele et al (eds) Science Communication in the World: Practices, Theories and Trends (Springer, 2012 - forthcoming)

Paradoxes of Irish scientific culture, The Irish Review, no. 43 (summer 2011), pp 1-13

Science blogs - glimpses behind the scenes, in P. Weingart, M. Franzen, S. Rodder (eds) Yearbook of Sociology of Science (Springer, 2011) pp 273-290

(with M. Bucchi) Science communication – an emerging discipline, Jcom – Journal of Science Communication, vol. 9, no. 3 (2010) [posted online](#)

Science reporting in the electronic embrace of the Internet, in R. Holliman et al (eds.) Investigating Science Communication in the Information Age (Oxford University Press, 2009)

(with D. Fahy and L. Clancy) Communicating Contentious Health Policy - lessons from Ireland's workplace smoking ban, Health Promotion Practice, published 'online first', December 2009

Representations of the Knowledge Economy - Irish newspapers' discourses on a key policy idea, Irish Communications Review, vol. 11, 2009 [posted online](#)

(co-edited with M. Bucchi) Handbook of Public Communication of Science and Technology (Routledge, 2008)

Internet: turning science communication inside-out, in M. Bucchi and B. Trench (eds.) Handbook of Public Communication of Science and Technology (Routledge, 2008) [posted online](#)

Towards an analytical framework of science communication models, in B. Schiele et al (eds.), Science Communication in Social Contexts (Springer, 2008) [posted online](#)

How the Internet changed science journalism, in M. Bauer and M. Bucchi (eds.) Journalism Science and Society (Routledge, 2007) [posted online](#)

Irish media representations of science, in J. Horgan, B. O'Connor and H. Sheehan (eds.) Mapping Irish Media - critical explorations (UCD Press, 2007)

Negotiating Uncertainty: scientific information on the Web (in Danish), in S. Heilesen (ed.) Det Digitale Naervaer: viden og design i nye medier (Roskilde Universitetsforlag, 2004)

(with Anthony Cawley) Current Perspectives on the Information Society: revisiting the future (Information Society Commission, April 2004)

New roles for users in online news media? - exploring the application of interactivity through European case studies, in J. Servaes (ed.): The European Information Society - a reality check (Intellect Books, 2003) [posted online](#)

Science, Culture and Public Affairs, The Republic - a journal of contemporary and historical debate, no.3, July 2003

(with 'ENSCOT Team') ENSCOT: the European Network of Science Communication Teachers, Public Understanding of Science, vol.12 (2003) pp 167-181

(with Gary Quinn and John O'Sullivan) Training European Journalists Online (European Journalism Centre, 2003)

(with Gary Quinn) Online news and changing models of journalism, Irish Communication Review, no.9, 2003  
posted online

Science Culture and Religion in contemporary Ireland, in J. McCann (ed.) Religion and Science - Education, Ethics and Public Policy, St Patrick's College Drumcondra (2003)

Computers in the Classroom, in N. Ward and T. Dooney (eds): Irish Education for the 21st Century, Oak Tree Press, 1999

(with Susan O'Donnell) Voluntary and Community Organizations in Ireland's 'Information Society', research monograph series, Researching Voluntary Action and Civil Society in Ireland, North and South, University of Ulster, 1999

(with Susan O'Donnell) The Internet and Democratic Participation: Uses of ICTs by voluntary and community organisations in Ireland, Economic and Social Review, 1997

#### Selected Presentations

Literary qualities of popular science, to seminar on Aesthetics and Ethics in Science Communication, Florence, Italy, March 2011

Science journalists' reducing role in communicating science, to Workshop on Science Journalism and Power, SISSA, Trieste, Italy, November 2010

Bea Orpen, Terry Trench and the Drogheda Municipal Art Collection, Highlanes Gallery, Drogheda, September 2010

Paradoxes of Irish scientific culture, to Euroscience Open Forum, Turin, July 2010

What kind of science communication happens on science blogs? to 17<sup>th</sup> national conference of China Research Institute on Science Popularisation, Beijing, May 2010

More information, smarter society? to Smart Libraries, conference of Library Association of Ireland, Tallaght, Co Dublin, April 2010 [posted online](#)

Organiser and tutor, PhD module on Science Communication for food science researchers, Dublin City University, 5-7 May 2009

Trends in science communication, to workshop on Quality in Science Communication, Venice, 15-16 January 2009

Why science is too important to be left to scientists, University of Trinidad and Tobago Distinguished Lecture Series, National Library, Port of Spain, Trinidad, November 2008

(panellist) How can dialogue and debate feature in science communication training? 10th international conference on Public Communication of Science and Technology, Malmo, June 2008

(panellist) Training for Communicating Science in Dialogue, and Talking Science in the Era of Web 2.0, to FEST - International Science Media Fair, Trieste, April 2008

(panellist) Maximising human resources in science journalism, to European Forum on Science Journalism, Barcelona, December 2007

Risk Communication and the Media, to Risk Communication and Environmental Health Issues, HSE staff seminar, Dublin, October 2007

Science behind the scenes, to Copenhagen Dissensus - research, money, politics, journalism, conference of Danish Science Journalists' Association, Copenhagen, June 2007

Models of science communication: how many can there be? Guest lecture, Open University, Milton Keynes, March 2007

Risk Communication: media issues, to Ethical Dilemmas in a Pandemic, Irish Council for Bioethics Conference, Dublin, October 2006

Science communication and citizen science: how dead is the deficit model? to [ninth international conference of Public Communication of Science and Technology network](#), Seoul, May 2006

Science, Development and the Internet, to Linking the Global and the Local - education for development in a globalising world, Dublin City University, March 2006

Models of science communication: how scientists view their public communication, to Science, Citizenship and Education, BA Festival of Science, Dublin, September 2005

The Internet: challenging the roles of experts, to Science Communication and the Internet, BA Festival of Science, Dublin, September 2005

Local versions of a global concept: the knowledge society in Irish policy discourse, to Contested Terrains, conference of Faculty of Humanities and Social Sciences, DCU, September 2004

(with Niamh Delaney) Public education on science: how Irish scientific institutions use the Web, to Science and Mathematics Education Conference, Dublin City University, September 2004

Representations of science in the knowledge society, to Scientific Knowledge and Cultural Diversity, [eighth International Conference on Public Communication of Science and Technology](#), Barcelona, June 2004

(with R. Holliman et al) Science in the news: a cross-cultural study of newspapers in five European countries, to [seventh international conference on Public Communication of Science and Technology](#), Cape Town, South Africa, December 2002

Science and the Knowledge Economy: views from a communication perspective, to National Conference of Australian Science Communicators, Sydney, Australia, 23-26 September 2001