

ARENAS

ANALYSIS OF AND RESPONSES
TO EXTREMIST NARRATIVES



A communication and discursive culture is important in order to deal calmly with scientific discursive events

(Para)scientific communication

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Find out more
<https://www.mdpi.com/2304-6775/10/1/7>

Media and science

Scientific communication in crises is never purely scientific.
Media visibility reshapes authority and credibility.
Explaining uncertainty is as important as reporting results.
Journalists play a crucial role in preventing the slide from science to ideology

Social Media and Citizen Expertise

Platforms like Twitter/ X function as:

- arenas of debate
- spaces for alternative claims of expertise.

Citizens adopt scientific vocabulary to:

- support or contest official knowledge
- legitimize ideological positions

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Scientific vs. Parascientific Communication

Scientific communication

- Peer-oriented
- Governed by protocols, peer review, and methodological transparency

Parascientific communication

- Addresses mixed audiences (experts, journalists, citizens)
- Uses scientific language and authority without full epistemic safeguards



Authority, Ethos, and Legitimacy

Scientific authority is not only epistemic but also:

- discursive (how one speaks)
- mediatic (how one is presented)
- symbolic (elite status, charisma)

Media contribute to constructing scientists as:

- heroes
- rebels
- controversial figures



Media Logic in Health Crises

Journalistic discourse balances:

- credibility (accuracy, sources),
- attention (conflict, personalization).

In crises, this tension often leads to:

- simplification
- dramatization
- polarization of scientific debates



The role of the media: between informing and capturing attention

Journalistic discourse pursues two objectives that are sometimes contradictory:

- to inform in a credible way
- to capture audience attention.

In the case of COVID-19, this led to:

- a narrative framing of scientific controversies
- a dramatization of disagreements
- a simplification of methodological complexity.



Key Insight

Media logic reshapes scientific debate
During COVID-19, journalism turned scientific disagreements into engaging stories, often amplifying conflict and simplifying complexity.

