

## Microsymposium

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*Talking and writing about science: different ways of popularization*

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In the following contribution certain types of activities established in Russia within the last decade, which are devoted to popularization of science in particular crystallography, will be highlighted. Some of these projects have already been launched and could be recognized as both successfully and fast developing. Some of these events will take place during the International Year of Crystallography 2014. The most exciting event, at this present time, is the creation of a science café. This will involve lectures from top-ranked scientific experts taking place in a very informal atmosphere, for example in the café, gallery, park or another public place. Open discussions as well as games or questions from the lecturer to audience and vice versa could also take place here. Such project, namely “Science Café Eureka!”, led to the bigger conception of a Science Festival, “Eureka!fest”, to be held in Novosibirsk in May 2014. The festival structure is based on the “edutainment” format which means a combination of education and entertainment as a brand-new way of information exchange. A significant part of the comprehensive Festival program will be directly related to crystallography in honor of the International Year of Crystallography 2014. Another example of education in an informal environment is the Summer School of Russian Reporter Magazine. Originally supposed to be a journalistic event, this school has become a great place for spreading scientific knowledge to a very diverse audience in terms of both age and educational background. It should be noted that Summer School supports scientific journalism (not journalism about science which can be regarded as completely different) as an important tool of spreading up-to-date advances in science in a very accessible manner.

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