

# RESCOMM

- fruitful relations

## RESEARCH COMMUNICATION

# Myths and facts about communication

### **The three main myths**

1. Communication is the mere use of tools like websites, email and print.
2. Communication is the dissemination (popularising) of messages via the media.
3. The dynamics of communication do not apply for research projects.

1.  
Communication is a well documented professional field, taught at universities throughout the world, including models, terms and theories. Communication is more than a toolbox - it is a way of thinking and planning, a way of systemizing the handling of relations. And the toolbox contains the well-known tools as e.g. newsletters, email, articles, websites, meetings, press releases, etc.

2.  
Communication includes a lot of processes and elements. Dissemination (e.g. of project results) is only a subset of communication. The media are not the only communication channels, and not the only stakeholders. A lot of stakeholders are involved, and communication with those is a two-way process.

3.  
There is no substance for believing that research projects and their stakeholders should interact beyond communication theories and dynamics.

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### **Background**

For decades, the field of communication has been an essential element in the business world. In the scientific research communities, this is not the case. They do not sell merchandise - they produce knowledge, experience and data, they say. Speaking of their relations to the outside world, though, this does not make any difference. The "natural laws" of communication work the same way.

### **Definition**

*Communication is the building and maintenance of good and sustainable relations, directed by the goals and visions of the organisation. The aim is to create the best possible breeding ground for the exchange of facts, ideas and statements. Using professional communication concepts will help businesses and research groups to achieve their goals.*

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