

# Contents

Foreword .....	9
Acknowledgements.....	11
<b>1 The Knowledge Society as a Framework.....</b>	<b>15</b>
1.1 On the Status of Knowledge in the Knowledge Society.....	16
1.2 The Triple Helix Infrastructure of the Knowledge Society .....	19
1.2.1 The Formation of Knowledge Asymmetries .....	20
1.3. Defining Knowledge Communication and Forging a Research Program.....	23
1.4 The Outline of this Book.....	26
<b>2 Three Disciplinary Roads to Knowledge Communication.....</b>	<b>29</b>
2.1 From Language for Specific Purposes to Knowledge Communication .....	30
2.1.1 Language for Specific Purposes: A Brief History of Ideas .....	30
2.1.2 A Transition to Knowledge Communication by Way of a Few Critical Remarks.....	32
2.1.3 From Text to Communication – the First Stepping-Stone .....	34
2.2 From Public Understanding of Science to Knowledge Communication .....	38
2.2.1 Public Understanding of Science: A Brief History of Ideas.....	39
2.2.2 A Transition to Knowledge Communication by Way of a Few Critical Remarks.....	42
2.2.3 From Opposition to Convergence – the Second Stepping-Stone .....	43



2.3	From Knowledge Management to Knowledge Communication.....	44
2.3.1	Knowledge Management: A Brief History of Ideas.....	44
2.3.2	A Transition to Knowledge Communication by Way of a Few Critical Remarks.....	46
2.3.3	From Knowledge-as-Representation to Knowledge-as-Construction – the Third Stepping-Stone.....	49
2.4	The Three Stepping Stones .....	53
<b>3</b>	<b>Communicating (about) Knowledge.....</b>	<b>55</b>
3.1	Three Communication Ideologies: Action – Interaction – Transaction .....	56
3.1.1	Communication seen as Transmission: Presentation and Critique from the Perspective of Knowledge Communication.....	58
3.1.1.1	Public Understanding of Science: Examples and Evaluations of Transmission Activities .....	60
3.1.2	Communication seen as Interaction: Presentation and Critique from the Perspective of Knowledge Communication.....	63
3.1.2.1	Public Understanding of Science: Examples and Evaluations of Interaction Activities .....	65
3.1.3	Communication seen as Transaction: Presentation and Critique from the Perspective of Knowledge Communication.....	67
3.1.3.1	Public Understanding of Science: Examples and Evaluations of Transaction Activities.....	71

<b>4. On the Proverbial ‘Other’ in Knowledge Communication.....</b>	<b>75</b>
4.1 Diagnosing the ‘Other’ in Knowledge Communication.....	76
<b>5. Knowledge Asymmetries – as Seen from the Perspective of Knowledge Communication.....</b>	<b>81</b>
5.1 Knowledge Asymmetry: Construction, Communication, Convergence.....	82
5.2 Reconceptualizing Knowledge Asymmetry .....	86
5.2.1 A Geometrical Understanding of Asymmetry as Point of Departure .....	86
5.2.2 Knowledge Asymmetry from the Perspective of Constructivism.....	89
5.2.3 Knowledge Asymmetry from the Perspective of Communication .....	91
5.2.4 Knowledge Asymmetry from the Perspective of Convergence .....	94
5.3 Impetus for further Research into Knowledge Asymmetries .....	97
<b>6. Knowledge Communication as a 3<sup>rd</sup>-Order Disciplinarity .....</b>	<b>101</b>
6.1. On Traditional Academic Disciplinarity.....	103
6.2. Knowledge Communication as a Disciplinary Chimera .....	104
6.2.1 1 <sup>st</sup> -, 2 <sup>nd</sup> -, and 3 <sup>rd</sup> -Order Disciplinarity.....	106
6.3 Quo Vadis Knowledge Communication? .....	109
<b>References .....</b>	<b>113</b>