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Some problems from the scientific researches toward an educational promotion

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It is commonly discussed the difficulties on promoting the scientific results for the students as well as the citizens. The use of special terms often brings about a barrier between the scientist and audience in a lecture. One of the most serious causes of this problem is derived from which, a speaker (scientist) is ignorant and/or careless to the audience that they are quite an amateur. We scientists have not still noticed that our common sense is not a matter of the common knowledge for the audience. The efforts that the speakers should not use special terms as possible and take easily-understood examples, are required in the outreach activities. Some techniques, such as a short ice-break story, in speech also help for reducing the barrier between the speaker and the audience. Thus other abilities are needed for promoting the scientific fruit to the students and citizens. This would also help that the various fields of the earth science will be merged and another scientific theme will be developed.

Keywords: outreach, earth science, geology, educational promotion