

POPULAR SCIENCE IN THE WORLD OF TECHNOLOGY

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Modern man today does not imagine himself outside of technology. Technologies become habitats. Society's insatiable waiting for the science and scientists of new technologies. Sometimes, without even thinking, they will bring him good or harm. The whole generation of people of the XXI century itself does not represent itself without the world of computer and mobile technologies. Under the circumstances, science and technology are often identified. In the media, you can often see that what is technology is defined as science and vice versa.

Today is not enough to only journalists engaged in the popularization of science. Scientists themselves need to learn how to promote your achievements. According to French sociologist P. Bourdieu, modern media allow the scientist to acquaint the society with the results of his research, but so far, they do not allow to assess the importance of these studies for society.

In this case, under Popular Science we will understand the communicative processes using different literary genres broadcast by books, magazines, the media and the Internet, in order to familiarize scientific achievements and discoveries with recipients. Historically, research by B. Bensaud-Vincent has shown that science is being popularized since the time of G. Galileo, and the popularization of science appears only in the nineteenth century, often as an advertisement of the product and further use in various spheres of production [1, p. 99-100]. We can agree T. Ferris, 'the aim of popularization of science is partly to help people to meet their own evolving culture, but nothing could be more natural than science, for nothing so plainly shows us how in reality the world works'[2, p. 94]

Since 1985 in the UK publish a guide for scientists 'understanding of science public', is about how scientist have to share with society their scientific research. Although today not all scientists ready out to the media coverage of their scientific results, but in the world, there are universities that require scientists to promote their research in the press. For example, scientists from Stanford University this is even written in employment contracts. G. Reingold until recently wrote that soon scientists will achieve scientific results thanks to the help of ordinary Internet users and peer-to-peer technologies. ' People want to forget that the creation of such technologies would be unthinkable, if not unselfish cooperation. After all, venture capital would never have paid attention to the World Wide Web, if millions of people had not created their pages there, since it was a 'cool business' [3, p. 102]. For example, scientists and supercomputers for a long time struggling trying to predict three-dimensional structures of biological molecules called proteins. These structures are important for the study of the role of proteins in fundamental cellular processes, but prediction of them is not an easy task, in this regard, the researchers decided to seek the assistance of Amateurs, lovers of computer games.

American biochemist David Baker for a successful analysis of the structure of the protein starts to outsource the project Rosetta @ Home. The programmers created the interface by which end users could move amino acids with a click, and push built-

in tools with names such as 'wobble' and 'shake', which could govern the entire regions of protein immediately. The study was successfully completed, and the developers of computer games based on this interface created the game 'Foldit', which allowed Amateurs to try their hand at understanding protein structure that stymied supercomputers [4, p. 54].

Thus, modern information technologies show that modern users can and cooperate with scientists. Now emerging a new form of Popular Science, when scientists can work together in small groups and lovers of Internet users and mobile phones in field experiments and achieve together significant advances in various branches of scientific knowledge. One major issue facing scientists is the issue of copyright. However, a new social contract between science and the public must be created and implemented.

Literature

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