

LINGUISTICS
(specialty 10.01.10)

Diveeva N.V., Aidarkin E.K. Festival of science as a means of scientific popularization

It is studied modern form of popularizing science, that is becoming more common in today's Russia – Festivals of science. By forming the goal and objectives of such events, it is defined the basic components of Science Festival, the principles of presenting information in a format "entertainment" and proposes a system for lecture outlines of the subgroups, which can be divided into visitors of Science Festival.

Key words: the popularization of science, science and popular event, the festival of science.

Southern federal university,

Rostov-on-Don, Russia

January, 14, 2013
