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### COMMUNICATING ASTROBIOLOGY - A NEW APPROACH

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Astrobiology is a new multidisciplinary and interdisciplinary space science emerging in a fast technology, information rich, age. At the same time the once-clear boundaries between formal and informal science education, outreach and mass media science communication have been blurring and merging to the degree that information is flowing back and forth across all four fields addressing multiple audiences and in multiple settings. It suggests the power to effectively communicate astrobiology to the wider community is seated in an approach that recognizes and embraces the connection between all four types of science communication.

This paper describes a new Science Communication of Astrobiology Focus Group being created under the auspices of the NASA Astrobiology Institute but open to broad internal, external and international membership. The aim of the group is to understand the interdisciplinary communication processes taking place and to implement specific projects resulting from that understanding with the clear objective of raising the visibility and understanding of astrobiology nationally and internationally.