

Review of: "Visual Science Communication: The next generation scientific poster"

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Potential competing interests: No potential competing interests to declare.

Review report

Title: Visual Science Communication: The next generation scientific poster

Authors: Susanne Landis, Tom Duscher for the paper entitled, “

A great piece of work. But it's mostly written to communicate science through posters to the lesser knowledgeable people with interest in the same subject area. This is already a prevailing practice in the scientific community; so newness is somewhat lacking except that the paper emphasizes on the importance of visual communication, and this is necessary. Nevertheless, how much can this idea be translated to other media forums such as the newspapers, science magazines and other new media forums for the general public with minimal interest in science?

The need for this research in nation-building, i.e., how to make a nation more science-oriented may please be emphasized. The following paper may give an insight why this is necessary.

Naik, P. (2022). Science Journalism in India: Strengths, Weaknesses, Opportunities, and Threats. *Science Communication*, 44(5), 656-664 664. <https://doi.org/10.1177/10755470221134253>

Recommendation may include introducing more of science communication/journalism courses in graduate and undergraduate level education with a focus on the lesser developed countries where science does not get as much importance.

What advice do you have for the organizations working for promotion science communication in these countries?

Fig. 2 is not very clear; should be enlarged to enhance its readability. Is it possible (if at all) to include a link with three-dimensional presentation of this Fig. 2 poster?