

## Genres of Communication and Readers' Reactions: Popular Science Magazines on Facebook

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**Abstract :** Popular science magazines are an important way to communicate scientific information to lay audience in science. Since the popularization of social networking sites (SNSs) such as Facebook and Twitter, these magazines are trying to adapt their content to these new media. In this study, one hundred posts of popular science magazines on Facebook are analyzed regarding the use of genres of communication and readers' reactions. The quantitative analysis of these features considers the variety of genres and how the users of Facebook answer to them (liking, sharing and commenting). The first hypothesis was that these magazines used the genres of communication posted on Facebook both to marketing and informational purposes and that these mixed intentions have an impact in the number of readers' reactions. In order to analyze these features, twenty timeline posts published by five magazines: Cosmos, Galileu, New Scientist, Scientific American and Superinteressante were gathered during the period of three days (6th November 2015–8th November 2015). This research shows that the hyperlinks posted by these magazines created ways to diversify the communication genres used on their pages and, at the same time, revealed that, overall, readers react quantitatively different to these genres.

**Keywords :** Facebook, genres of communication, likes, popular science magazines, social networking sites

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