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ROSETTA, PHILAE: WHY SUCH A MEDIA SUCCESS?

Abstract

The Rosetta mission was one of the flagship events of the year 2014 for several space agencies in Europe. In addition to the technological success and scientific results, this mission sparked an unexpected media excitement. How to explain it? What does it reveal about the contribution of space activities in contemporary culture? What can teach us in the contribution of culture in the future of space and its preparation? This communication does not attempt to answer these questions in a comprehensive manner, but to provide or generate the opportunity of discussions and debates about a concrete and iconic example.