

Krishna Kanta Handiqui State Open University

MMC 4th Sem. Examination, 2014

Science Communication (Optional)

Paper - 13

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5 =10
(each within 50 words)
 - (a) What is the basic difference between Infotainment and Edutainment?
 - (b) Who first introduced the concept of 'scientific temperament' in India? Why is it necessary?
 - (c) How does the structure of news stories differ from that of features?
 - (d) When was 'Science Reporter' published in India and by whom?
 - (e) What is the significance of dateline in a science news story?
 - (f) When was the ISCA award instituted? Who is the recipient of this award?
 - (g) Why was the Cinematograph Act of 1952 enacted?
2. Answer any three from the following questions 4×3 =12
(each within 100 words)
 - (a) What are the four kinds of advertisements that are prohibited under Drug and Magic Remedies Act, 1954?
 - (b) What is the contribution made by Orunodoi in dissemination of scientific knowledge among the masses?
 - (c) What provisions have been made for the suspension of Fundamental Rights during Emergency in India?

- (d) Do you think that the electronic media functions as an autonomous body with a high degree of credibility? Explain it in the context of the Prasar Bharati Act, 1990.
- (e) Analyse the role played by AIR in popularising science communication among the Indian masses.

3. Answer any three from the following questions 6×3 =18
(each within 250 words)
 - (a) Write briefly on the science communication movement in India.
 - (b) What guidelines are to be followed for initiating an effective health communication campaign?
 - (c) Discuss science communication in Assam with special reference to post Orunodoi era.
 - (d) Write a note on the Indian Patent Act, 1970.
 - (e) What is a Current Affairs Programme? What are its different forms?
4. Answer any four from the following questions 10×4 =40
(each within 400 words)
 - (a) Describe the structure of a science news story with the help of an example.
 - (b) Do you consider health communication to be an invaluable tool of health management. Justify your answer with the help of examples.
 - (c) What is Environmental Communication? What are the different areas of Environmental Communication? Explain.
 - (d) What is Science Communication? Do you think the coverage of science related subjects in Indian media are much less? Discuss.
 - (e) Discuss the need and significance of science communication in the society.
 - (f) What is Cyber Law? Explain the different types of cyber crime.