

MMC(S4)13-SCIENCE COMMUNICATION

Time: 3hrs

Maximum marks: 80

The figures in the margin indicate full marks for the questions

1. Answer any five from the following questions (each within 50 words) 2x5 = 10

- (a) How does science communication differ from mass communication?
- (b) Which electronic media organisations have been granted autonomy under Prasar Bharati Act, 1990?
- (c) When was Vigyan Prasar set up? What role does it play in dissemination of scientific information?
- (d) Which is the coordinating body of science museums and centres in India? Where is it situated?
- (e) Can you associate soft news with infotainment? Explain.
- (f) Is it necessary to use figurative language in science write-up?
- (g) What do you mean by 'Docu-feature'?

2. Answer any three from the following questions (each within 100 words) 4x3=12

- (a) Analyse the Inverted Pyramid Style of news writing with appropriate examples.
- (b) What is the basic purpose of scientific writing? What are the different kinds of writing that fall under the purview of scientific writing?
- (c) What are the two broad categories of TV programmes?
- (d) Does Freedom of Media remain suspended during Emergency? Explain.
- (e) What is defamation? What are the different types of defamation?

3. Answer any three from the following questions (each within 250 words) 6x3=18

- (a) 'Science news writing is a skill that every science communicator or journalist is required to develop and hone it with experience' – Discuss.
- (b) What are the basic rules that must be followed for writing a good headline?
- (c) What are the different health communication strategies that can be used for enlightening the masses about health related issues?
- (d) Write a note on the Indian Patent Act, 1970.
- (e) 'With the expansion of global communication network, internet users and governments face increased risks of becoming the targets of cyber attacks' – Do you agree with this statement? Give reasons in support of your answer.

4. Answer any four from the following (each within 400 words)

10x4=40

- (a) Discuss the need and significance of science communication in the society.
- (b) Explain how electronic media has contributed in the popularization of science communication in India.
- (c) Describe the growth of science communication in Assam with special reference to Orunodoi.
- (d) Analyse the structure of a science news story with the help of an example.
- (e) What is Environmental Communication? What are the different areas of Environmental Communication?
- (f) What are the different awards that have been instituted in the field of science communication? Discuss.