2023
SRCMUJ
3rd Semester Examination
M. A.
Journalism and Mass Communication
JMC-303
Science Communication

Full Marks : 40 **Time : 2 Hours**

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer **any two** of the following questions: **5×2**

a) Name Four Major Science Museums in India and briefly explain how they play crucial role in Science Communication in Indian Society.
b) Explain the different Policies on Environmental Conservation.
c) Name Three Major Indian Films on Science Fiction and also mention Two A.I.R. Programmes on Science and Culture of India in the past ten years.
d) Write a Short Note on the Role of YouTube in Science Communication.

2. Answer **any three** of the following questions: **10×3**

a) Define Science Communication and elaborate its Significance in bridging the gap between the Scientific Community and the General Public. **4+6**
b) Discuss how Science Reporters, through both news and feature writing, can influence public perceptions and raise awareness. How do Science Reporters contribute to informed decision-making in the context of Research and Science Policy? **7+3**
c) The Bengali language is a rich repository of science writing and science journalism since 19th century. Give us a look at some of the magazines, books and remarkable science writers in Bengali.
d) Nowadays, Social Media play a very crucial role in communicating basic science, health issues, climate change and risk communication. Justify with some latest Studies.
e) Suppose the Students of Dept. of J.&M.C. of S.R.C.M.U.J. launched a Community Radio. Now describe how the Students use the Community Radio to spread science awareness in local villages around the University and eradicate superstitions.

P.Q. 2023

P.Y.Q. 2023