

2024
SRMUJ
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 : **5x2**

- a) Discuss in brief the importance of two-way communication in Science Communication.
- b) Name any one major science association in India and briefly explain how it has played a crucial role in science communication in post independent India.
- c) Name any one science popularization programme that has broadcast in Doordarshan in the past thirty years. Briefly explain about the theme of the programme.
- d) How does science journalism contribute to combating misinformation? – Explain.

2. Answer any three of the following questions : **10x3**

- a) Discuss in brief how traditional mass media (radio, television etc.) and social media have transformed science communication.
- b) Evaluate the collective role of science associations and fairs in promoting scientific literacy in rural and urban areas.
- c) Analyze the role of Government initiatives (National Science Day, Vigyan Melas etc.) in promoting science literacy among the public.
- d) Analyze the impact of science-based films on popularizing scientific concepts. How have science magazines contributed to making science accessible to the masses?

6+4

- e) Communicating science through social media is inevitable today. Now, suppose you are the team leader of social media group of your University to popularize scientific knowledge. How will you use Facebook, Instagram and YouTube as the most prominent social media weapon for this purpose?