No. of Printed Pages—4

91/92 (EDSC/EDMM)

[20-HKPGDEO–M4S(O)21J]

MMC 4th Semester (Old) Exam., 2020

EMERGING DISCIPLINE IN MASS COMMUNICATION—I

[MMC (S4) 13]

(Science Communication)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What do you mean by scientific literacy?

(b) What were the views of the Royal Society of England as far as the public understanding of science movement is concerned?

(c) What are the different journals that are brought out by NISCAIR?

(d) What are the main functions of NCSTC?

(e) What is the style of news presentation in case of newsreel?

(f) What is the difference between science news and science report?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Can lack of necessary manpower be considered as one of the reasons for the poor coverage of science related subjects in Indian media? Why?

(b) Why is inverted pyramid style mostly applicable to hard news stories?

(c) Can the concept of 'soft news' be associated with the emergence of infotainment? Why?

(d) What is the basic difference between inverted pyramid style and pyramid style of news writing? Explain with examples.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) How can science communication help in uplifting the people from the age-old superstitions and prejudices?

(b) "Science seeks to comprehend the nature and explanation of scientific knowledge and its ethical implications." Explain.

(c) What are the basic guidelines that need to be followed as far as the language of news is concerned?

(d) What are the various features of the Official Secrets Act, 1923?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Discuss the contribution of print and electronic media in India in popularizing science in the last few decades.

(b) What were the different phases of the evolution of science communication in Assam?

(c) Describe the structure of a science news story with the help of an example.

(d) Explain why health communication is said to be a key strategy to inform the public about health concerns and to maintain important health issues on the public agenda.

(e) What are the different areas of environmental communication as put forwarded by Robert Cox?

(Continued)