PGJMC S4 14(A)

EMERGING DISCIPLINE IN MASS COMMUNICATION –I (SCIENCE COMMUNICATION) OPTIONAL

SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

BLOCK – 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE 14 (A): EMERGING DISCIPLINE IN MASS COMMUNICATION –I (SCIENCE COMMUNICATION) OPTIONAL

BLOCK – 2

DETAILED SYLLABUS

UNIT – 9 : SCIENCE COMMUNICATORS

Who is a science communicator?; Training of science communicator

UNIT – 10 : PUBLIC UNDERSTANDING OF SCIENCE

Concept of Public; Necessity of Public Understanding of Science and Technology; Science and Culture; Role of Communication

UNIT -11 : SCIENCE COMMUNICATION FORMATS

Science News; Report and Reportage; Features and Articles; Sources of Scientific Information: Primary; Secondary and Tertiary; Weakness of Various Formats

UNIT-12 : WRITING AND REPORTING ON SCIENCE

Writing Science News; Writing of Feature and Articles on Science

UNIT- 13 : PREPARING BROADCAST MATERIAL ON SCIENCE

Various formats of Radio Programmes ; Various formats of TV Programmes ;Writing for Radio and TV on Science

UNIT – 14 : HEALTH AND ENVIRONMENTAL COMMUNICATION

Meaning of Health Communication- Community Medicine, Communication for Health Initiatives of WHO; Health communication issues related to the field of medicine; Delivery of healthcare ; Sources of news on health issues- Health Literacy; A brief history of Physician-Patient communication; Communication strategies of NRHM; Interpersonal dimensions of health communication; Environmental health; Environmental Communication- Meaning and Definition , Areas of Environmental Communication, Some important environmental issues

UNIT-15 : LAWS, ETHICS AND AWARDS FOR SCIENCE COMMUNICATION

Media Laws & Ethics ; Laws related to Science ; Awards for Science Communication

BLOCK INTRODUCTION

This is the second block of the course on 'Science Communication'. This block is divided into seven units which are as follows –

UNIT – 9 : SCIENCE COMMUNICATORS

This unit will introduce you as to who is a science communicator as well as various training avenues for science communicators

UNIT – 10 : PUBLIC UNDERSTANDING OF SCIENCE

This unit explores the need for public understanding of science and technology and also emphasizes the role of communication in this regard.

UNIT -11 : SCIENCE COMMUNICATION FORMATS

This unit will throw light on the various science communication formats and also the strengths and weaknesses of the different formats

UNIT-12 : WRITING AND REPORTING ON SCIENCE

This is the twelfth unit of the course and it describes the process of writing Science Communication and also discusses the writing of Features and Articles on Science

UNIT- 13 : PREPARING BROADCAST MATERIAL ON SCIENCE

In this unit, you will get an overview of the various formats of Radio Programmes and also the important points to be kept in mind for writing for radio and television on science

UNIT – 14 : HEALTH AND ENVIRONMENTAL COMMUNICATION

This unit will make you understand the basics of health communication and its growing significance in the present-day world. It will also focus on the importance of environmental communication in the society

UNIT-15 : LAWS, ETHICS AND AWARDS FOR SCIENCE COMMUNICATION

This is the last unit of the course. This unit intends to focus on the laws and ethics related to the field of science communication. It will also delve on the different awards that given in the field of science communication.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put in Activity are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put in 'Possible Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.