

5.4.2013



DOON UNIVERSITY, DEHRADUN
Mid-Term Examination, Second Semester, 2013
School of Communication

M.A. Communication
Course: COMM – 519: Science Communication

Time Allowed: 2 Hours

Maximum Marks: 30

Note: Attempt All Questions from Sections A, B, C.

SECTION: A (Short Answer Type Questions to be answered in about 25 words).

Every question is of two marks.

(Marks: 2x3=6)

1. Define Science Communication.
2. Elaborate the following:
 - (i) ISWA
 - (ii) NISCOM
 - (iii) NCSTC
3. Name any two popular science magazines.

SECTION: B (Short Answer Type Questions to be answered in about 150 words)

Every question is of 4 marks

(Marks: 4x3=12)

1. Explain the significance of the following in enhancing the popularity of science:
 - (i) Print Media
 - (ii) Audio-Visual media
 - (iii) Folk media
 - (iv) Interactive media

2. 'Give a brief account of Science Communication movement in India.

SECTION: C (Long Answer Type Questions to be answered in about 750 words).

Every question is of 6 marks.

(Marks: 6 x2=12)

1. Although much has been achieved in India, there is still an urgent need to make science communication activities more effective. Given the statement, what are the present challenges in the field of Science communication.
2. Writing science fiction is an art. Discuss. What are the elements of Science fiction.