

31-5-013



DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Second Semester, 2013
School of Communication

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

Time Allowed: 3 Hours

Maximum Marks: 50

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

SECTION: A (Short Answer Type Questions to be answered in about 25-50 words).

Attempt any TWO questions.

(Marks: 2x3=6)

1. What is the need for Science popularization.
2. Explain 'Mapping of Science Activities'
3. Write any two science related news and their (probable) impact.

SECTION: B (Short Answer Type Questions to be answered in about 250 words (Marks: 4x 5= 20)

Attempt any FOUR questions.

1. Is science fiction all about scary aliens and starships. Explain.
2. What are tools for communicating science.
3. How science writing is different from other writings.
4. Explain the significance of audio-visual media in enhancing the popularity of science:
5. Write a short note on any two of the following:
 - Science Reporter
 - NISCAIR
 - Science Writing
 - Public Health

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

Attempt any THREE Questions.

(Marks: 3x8=24)

1. With the help of an example explain need of science communication activities in the present time.
2. How does science writing enhance science popularization. Explain with the help of an example.
3. Discuss the need of introducing science communication as a subject in the course curriculum of Communication.
4. 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