**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD 402: SCIENCE COMMUNICATION**

**Time : 3 hrs Total Marks : 70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. How does science reporting differ from general news reporting? -Discuss

12

1. Discuss the reasons for which the importance of health communication is growing day-by-day in our society. 12
2. What do you understand by the institutional efforts for popularizing scientific facts among the people? Discuss with examples. 12
3. The theme for the World Press Freedom Day 2024 (May 3) was -- A Press for the Planet: Journalism in the Face of the Environmental Crisis. Discuss in detail the significance of Media for various aspects of environmental communication. Also highlight on CoP26. 8+4=12
4. Define science communication. Write on its significance for society.

8+4=12

OR

Compare the advantages and disadvantages of various media for science communication. Pick up two of them which you like and justify why do you like them for this purpose. 8+4=12

6. Write short notes on **any two** of the following: 5x2=10

1. Science popularization programmes
2. NCSTC
3. Swachchata Abhiyan

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