**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2017**

**MMC 402: SCIENCE COMMUNICATION**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

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1. Write about **any five** of the following (in 2 to 3 sentences) **2x5=10**
2. SITE
3. Binjan Jeuti
4. New media for science communication
5. National children’s science congress
6. Vigyan Prasar
7. ISRO
8. Answer **any six** of the following (in 150 to 200 words) **5x6=30**
9. What do you understand by the term science communication? How is it different from general communication?
10. Write about the efforts of NCSTC in popularizing science communication in the country.
11. What kind of media shall be more appropriate and effective science communication in Assam and why?
12. Discuss various skills necessary for science communication.
13. How to develop a suitable language for high end scientific discoveries and inventions in our society?
14. Explain the concept, importance and various aspects of health communication.
15. Explain the advantages and disadvantages of conventional mass media for science communication.
16. Write a brief note on science communication in daily newspapers.
17. Write a note on community media for science communication. **P.T.O**

1. Answer **any three**  of the following
2. What is the role of media in inculcating a scientific attitude in the minds of the masses? **10**
3. Prepare a strategy including the media planning for popularizing the use of medicated mosquito nets for preventing malaria for the masses.  **10**

iii) Analyse the publicity scheme of National Health Mission and write about its positive and negative points (if any). **10**

iv) What is environmental communication? Explain briefly the role of environmental protection and preservation. **10**

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