**TU/CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 402: SCIENCE COMMUNICATION**

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

*The figures in the right-hand margin indicate marks for the individual question. All the questions are compulsory*

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1. State whether the given statements are True or False. Justify your

answers. 2x10=20

1. Science Communication is meant only for people with science background.
2. New Media plays an important role in science popularization.
3. Science reporting is difficult than other news reporting.
4. Science communication is a bridge between research institutions and masses.
5. SITE was an experiment for promoting digital literacy.
6. Language for Science Communication should be made simple and common to all.
7. There is no skill required to be a Science Communicator.
8. Science writing can be done by scientists only.
9. Superstitious beliefs and practices are barriers in Science Communication.
10. Folk media is not useful in spreading Science Communication effectively.

2. Write short notes on the following topics: 5x5=25

1. National Science Communication Congress
2. Kheda experiment
3. Scientific attitude
4. Community media for Science Communication
5. Issues in environmental communication

3. What is Science Popularization? What is the significance of Science

popularization in India? 5+5=10

4. What is Health Communication? Explain the importance of health

communication in North East India. 5+10=15

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