

TEZPUR UNIVERSITY
SEMESTER END EXAMINATION
MMC/MAMCD 402: SCIENCE COMMUNICATION

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

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

1. Communicating science to the people is a highly necessary and significant aspect of communication in general, specially in today's time. How would you describe this necessity ? Write with examples. 12
2. What do you understand by the term 'Institutional Efforts' in the field of science communication ? Describe. 12
3. "The COVID19 problem seems to be happening again with reports of lots of cases experienced around the world." Prepare a communication plan with a follow up provision for spreading awareness among masses about precaution and need for vaccination to prevent the disease. 12
4. How would you go about writing an article or news item on the issue of 'fast food' affecting our life, specially children. Write a small piece on one such food for a news daily. 6 + 6 = 12
5. What is Carbon Footprint ? Why is it becoming so important to communicate its implications to the people ? Describe.

OR

Suggest a few ways and means to take the findings of research institutions of universities, agriculture and veterinary institutions etc. to the people. What barriers do you foresee to communicate in this effort ? Elaborate. 6 + 6 = 12

6. Write short notes on any two of the following --- 5 x 2 = 10
 - i) Science popularization activities
 - ii) Science reporting in print media in Assam
 - iii) Science Communication in TV and Radio

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