Open Elective Paper **Semester-3rd**
MCJ21006GE **SCIENCE COMMUNICATION**

Course Objectives

- To provide an introduction to popular science communication in the broader contexts of (a) the role of communication in science, and (b) the cultural, practical and policy-related role of science communication in wider society;
- To provide intellectual resources for constructive critical analysis of popular science communication in a variety of real-world settings;

Learning Outcomes:

- To cultivate hands on practical communication skills, with particular emphasis on effective speaking, writing and exhibiting on scientific and science-related topics to a variety of audiences

Unit I

Communication: definition, Written, Verbal Communication
Science Communication: An Introduction
Writing Science for the Public
Importance and use of science communication

Unit II

Science journalism
Sources of scientific information
Role of Science Communication in different sectors
Ethics of Science Communication

Suggested Readings

- *Gregory, J., & Miller, S. (1998). Science in public: Communication, culture, and credibility. New York: Plenum Trade.*
- *Paradis, J. G., & Zimmerman, M. L. (2002). The MIT guide to science and engineering communication. Cambridge, Mass: MIT Press.*
- *Vilanilam, J. V. (1993). Science communication and development. New Delhi: Sage Publications.*
- *Davies, S. R., & Horst, M. (2016). Science Communication. Place of publication not identified: Palgrave Macmillan.*
- *"Recessing Rural Development through Science Communication" (Seminar), In Wālīā, H., Punjabi University., & Punjabi University. (2016). Science communication.*

MCJ-21006OE Science Communication
Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)