**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**MMC 402: SCIENCE COMMUNICATION**

Time: 3 Hours Total Marks:70

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

*(Try to give relevant examples as far as possible in support of your answers)*

*-------------------------------------------------------------------------------------*

1. Define Science Communication in your own language. How different it is from general communication? 8+4= 12

2. Explore the role of Health Communication in today’s context. What is its potential for enhancing the standard of living of mass people?

8+4= 12

3. Discuss the role played by autonomous and government institutions in the field of science communication with special reference to Development Education Communication Unit (DECU) of ISRO and NCSTC ? Is there any scope for improving their activities ? How? 8+4= 12

4. Discuss the characteristics necessary for a successful communication of Science and related issues in Print Media. 12

5. Write short answers on **any six** of the following: 2x6= 12

1. Kheda Communication project
2. Kalayni (Health programme)
3. Community Media for Science Communication
4. Science Museums
5. Extension Education in Agriculture Universities
6. Science popularization activities
7. Issac Asimov

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

1. SITE experiment
2. Science and health Communication through films
3. Asom Bigyan Samiti
4. Bigyan Jeuti

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