

## Indian Journal of Science Communication

A Half Yearly International Research Journal on Science Communication, the IJSC is brought out by the Indian Science Communication Society and supported by the National Council for Science & Technology Communication.

**Objective:** The objective of the IJSC is to promote and disseminate knowledge and activities in the area of science (technology included) communication, thereby furthering the cause of public understanding of science, IJSC is intended at providing a forum for addressing issues emanating at concept to research level (practical dimensions included), within the purview of science communication. IJSC aims to facilitate the understanding of the process of science communication.

**Concept:** IJSC recognizes the fact that communicating science demands specialized skills and calls for target specific techniques and methodologies. The journal therefore is focused at supporting the efforts of science communicators, researchers, scientists and technologists; scientific and media establishments and professional bodies. This endeavor is to keep them abreast of emerging trends and direct their concerted efforts effectively towards the goals of a science oriented society.

**Scope:** The scope of the journal encompasses all aspects of science communication. IJSC is a semi technical journal and accepts original papers and other original contributions in the form of articles, studies, reviews and reports on innovative concepts. Original communication in English are considered for publications.

**Target:** IJSC is likely to the interest of the agencies/ organizations/ individuals who have anything to do with science, communication and science communication, particularly science communicators, science centers/ museums, university department of journalism, media organization, news papers, magazines, science cells of AIR/TV etc., and voluntary organizations, including similar organizations/ individuals abroad.

## Future Programmes

- Continuance of earlier and on-going program's implementations
- A Diploma course in Science Journalism through Distance Education
- Science and Technology transfer
- Organise/coordinate various Workshop and programmes based on Science and Technology
- Organise Science Exhibitions/Melas
- Aid Participate in the organisations of 'National Children Science Congress' and 'Indian Science Communication Congress'
- Provide training and necessary appropriate materials for science popularisation through Gram pradhans. Social workers etc.
- Provide short-term crash courses/training on Science and Technology
- Eradication of social evils, social myths and superstitions through scientific explanation

## Training Course in Science Journalism (TCSJ)

Indian Science Communication Society (ISCOS) is undertaking this training course which will produce specially trained science writers, communicators and journalists. This would enable to bridge the gap between the scientists/experts who work at the forefront of science, and the common man who enjoy the benefits of science or has to suffer the ills brought about by a scientific and technological breakthroughs/misadventures.

This one year training course in science journalism has the following main focus areas: Fundamentals of Science Journalism, Presentation formats of Science Journalism, Techniques of Science Journalism, Mass Media for Science Journalism, Specialisation in various fields of Science Journalism e.g. agriculture journalism, health journalism, industrial journalism, environmental journalism etc.

The uniqueness of the programme lies in its judicious blending of technical, human and conceptual skills. Due care has been taken in designing of the programme to enable the participants to strengthen/sharpen their professional skills as well as their knowledge base concerning science journalism. The broad objectives of the training course in science journalism are:

- To impart the basic journalistic skills and techniques.
- To equip the participants with the requisite expertise so that they can popularise S&T and can also communicate effectively through different media with a view to simulate scientific outlook.
- To update their knowledge and competency in various functional areas of science journalism like Science Communication and popularization, S&T policy and set-up, Science News Reporting and Writing, Science Fiction & Plays etc.
- To familiarize the participants about the ethics of science journalism.
- To expose the participants to the world of media and media organization.
- To provide them hands-on experience in critical areas of science journalism.

**Who Can Join:** B.Sc./ B.Sc. Ag./ B.Tech./ B.Pharm/ MBBS or Diploma in Engineering/ Graduate in any subject with interest in Science Journalism/ Science Writing can join this course.

### Indian Science Communication Society

Chandrika Bhawan, 577-D, Near Dandahiya Masjid

Lucknow-226022, India

**E-mail:** info@iscos.org

**Website:** www.iscos.org

 [facebook.com/iscosindia](https://www.facebook.com/iscosindia)



# INDIAN SCIENCE COMMUNICATION SOCIETY



*Science for masses...*

[www.iscos.org](http://www.iscos.org)

## Introduction

Historically, its origin temper can be traced out from the C.S.I.R. – inspired science club in Singhamau Village of Lucknow district, established on 2nd October 1978 reverberating the Gandhian ideals of village development, Antyodaya and rural reconstruction.

In order to organise and streamline the activities of numerous and budding science writers, science clubs. Professional science reporters' communicators, an "All India Science clubs Association" was formed under the premiership of Chairman – Science club, singhamau. Impressed by the achievements of the Association in a short span of three years and their range of activities, the Publication and Information Directorate of Council of Scientific and Industrial Research (CSIR), Government of India exhorted the Association, in 1981, to start a Diploma course in Science Journalism. The Association, however, could not accomplish this onerous task owing to lack of organisational, infrastructure and financial constraints.

However, the moving spirit behind the 'Science club Singhamau' has resurfaced again in 1994 in the form of INDIAN SCIENCE COMMUNICATION SOCIETY to take up the unfinished task in the areas of Science Journalism and Science communication, and position the subject as an area of serious scholarly endeavour to realise the goals of Science and Technology Communication and to popularise science and scientific temper among the Indian masses.

## Goals

- To organise various science writers and science communicators on one platform.
- To popularise the science and the scientific temperament among the masses.
- To aid in rural reconstruction and development.
- To coordinate in the establishment and development of education in the areas of the Science Journalism, Science writing and Science communication.
- To aid in development and management of local resources.
- To develop the public opinion against myths and superstitions among masses.

## Methodology

- Field surveys to identify public interest and needs, diagnose social problems and provide scientific solutions.
- Generate public interest towards science and technology and their implications in common man's life.
- Organise special events/exhibitions/programmes aimed at popularisation of science.
- Organise Workshops, Seminars and Conferences on popular science with additional emphasis on technical training and all-round development.
- Organise training programmes on various science related activities.
- Coordinate and collaborate with various NGO's and Scientific establishments.
- Production of appropriate communication aids-Slides, Films etc. on a wide and varied range of science subjects and activities.
- Promote various kinds of science writers, students, teachers, scientists, farmers, ladies and youth; and sustain their interest towards science writings.
- Establish or provide any help in establishing Science Libraries, Science Centers and Museums.
- Create science awareness among the masses with special emphasis on youth, unemployed and weaker sections of society.

## Activities

- Training in Science Journalism and Science writing.
- Science Awareness campaigns – Rallies and Padyatra.
- Skill Development programs in the field of Science & Technology.
- Elementary Professional Training to Science Communicators.
- Public Relation Campaigns.
- Offer solution to public problems/queries related with science.
- Distribute educational material/literature on popular science.
- Science Exhibition/Melas
- Slogan writing on science.
- Organise dramas/theaters on science issues.
- Promote/establish Listener's/Viewer's clubs with active workers/participants
- Science popularisation among children, specially school going children.
- Environment, security and public hygiene campaigns
- Organise science symposiums at village /Block/ Tehsil/ District/ Division/ State/ National level
- Self employment scheme – including training and guidance based on science and technology.

## Services

- Training and Education in Science Journalism
- Science communicators/consultants
- Science toys collection and distribution
- Science Reporters and Feature writers
- Guidance/consultation on self-employment and placement
- Skill Development Programs
- Soil Testing and Analysis
- Water Testing and Analysis
- Food Adulteration Analysis
- Science Greeting Cards
- Low – cost scientific toys
- Popular Science Literature and Posters
- Syndicated/Commissioned science articles/news/features

