



## 97<sup>th</sup> Indian Science Congress

January 3-7, 2010 Thiruvananthapuram

### 3<sup>rd</sup> Vigyan Sancharak Sammelan (Science Communicator's Meet)

January 4 – 5, 2010

#### *Theme*

**Advances in Science Journalism-  
Role of Space Science and Technology**

#### **Programme & Abstract**

*Co-ordinated by*

**Padmavathy A S**

Scientist "SF"

P&PRU, ISRO HQs Bangalore

Supported by

**Department of Science & Technology (DST)**

**New Delhi**



**INVITEES FOR SCIENCE COMMUNICATORS MEET  
(By ISCA Chapters)**

**BHOPAL**

1. **Dr. Rajni Kant Sharma**  
Assistant Research Officer  
Narmada Division Central Water Commission  
Paryavas Bhawan, Arera Hills  
Bhopal – 462 011
  
2. **Dr. Alok Kumar Rastogi**  
Dept. of Physics & Electronics  
Institute for Excellence in Higher Education  
Bhopal – 462 016

**BHUBANESWAR**

3. **Dr. Pramod Kumar Mohapatra**  
Assistant Editor, The Samaj  
Journalist Colony, Madhusudan Nagar  
Tulsipur  
Cuttack – 753 008
  
4. **Dr. Bishnu Charan Das**  
Lecturer in Chemistry  
C/o Jainaseni Mishra  
P.O. Baidyarajpur  
Dist: Jajpur – 755 001

**CHENNAI**

5. **Mr. O.M.Murali**  
Sri Sathya Gradens  
Type 10, G2 Bhaktavatchalam Nagar  
2<sup>nd</sup> Street, Anakaputhur  
Chennai – 70

**6. Arun Kumar J.**

Ph.D Research Scholar  
P.G. & Research Dept. of Microbiology & Biotechnology  
Presidency College (Aut.)  
Chennai - 5

**JAIPUR****7. Dr. Rishikesh Meena**

Head, Dept of Botany  
Birla Government College  
Lecturer, Bhawani Mandi  
Dist Jhalawar  
Jaipur, Rajasthan

**8. Mr. Dheerendra Godha**

Managing Editor, Samachar Jagat  
H No 496, Board e Ka Rasta  
Kishan Pole Bazar, Adarsh Nagar  
Jaipur, Rajasthan - 302003

**KANPUR****9. Anindita Bhattacharya**

Dept. of Chemistry  
Christ Church College  
Kanpur-208001

**10. Sarita Mishra**

Asst. Professor  
D.A.V.College  
Kanpur – 208002

**KOLKATA****11. Mr. Santanu Ghosh**

Laboratory of Prof. A.M. Chandra  
Dept. of Physiology  
University College of Science & Technology  
92, A.P.C Road, Kolkata – 700 009

12. **Dr. Nataraju,S.M**  
Division of Virology  
National Institute of Cholera and Enteric Diseases  
P – 33, C.I.T Road, Scheme - XM, Beliaghata  
Kolkata – 700 010  
NAGPUR

13. **Manikpure Prakash Panjabrao**  
225, Reshmibag Main Road  
Nagpur 440 009

#### **SHILLONG**

14. **Dr. S.R.Joshi**  
Reader  
Dept. of Biotechnology & Bio – Informatics  
North – Eastern Hill University  
Shillong – 793 022

15. **Mr. Rahul S. Chatterjee**  
Asst. Lecturer  
Jail Road Higher Secondary School  
Shillong – 793 001

#### **OTHER INVITEES**

1. **Dr. Harinder P Singh Kalra**  
Reader/Associate Professor  
Punjab University  
Patiala 147002  
Punjab

2. **Narayan M. Bhatt**  
Programme Executive,  
All India Radio,  
Karwar-581 301

3. **V. Koteswara Rao**  
Lecturer in Physics,  
Flat No: S2, MIG - 1B - 33,  
Sector - 9, MVP Colony,  
Visakhapatnam - 530017.

- 
4. **Phanisree KD Timmaraj M.Sc., (Ph.D)**  
No. 404, Kasturi Enclave, Vidyanagar, Waltair,  
Visakhapatnam – 530003
  5. **Dr. S. Anil Kumar**  
Director, Public Relations & Publications,  
Cochin University of Science & Technology and  
Co-ordinator, Centre for Science Communication.
  6. **Saad Ullah Khan**  
H No. 123, Moh. Salmahakan  
Khurja  
Bulandshahre  
Uttar Pradesh
  7. **Dr. (Mrs.) Sharad Sinha**  
Reader  
Department of Teacher Education  
RIE, NCERT,  
Ajmer
  8. **Pushpendra Pal Singh**  
Head, Department of Journalism  
Makhanlal Chaturvedi National University of Journalism & Communication  
Bhopal
  9. **17 Students**

**3<sup>rd</sup> Vigyan Sancharak Sammelan (VSS)**  
**(Science Communicator's Meet)**  
January 4 – 5, 2010

**PROGRAMME**

*Venue*  
**Bio-Chemistry Library Hall**



**Monday: January 4, 2010**

**Inauguration (1130 – 1200 )**

- 1130 – 1133 **Invocation**
- 1133 – 1135 **Welcome:** *Dr. Ashok K Saxena*, General Secretary  
(Outstation), ISCA, Kolkata
- 1135 – 1145 **Inaugural Address:** *Dr. G Madhavan Nair*, General President,  
ISC97
- 1145 – 1155 **Presidential Address:** *Prof. A Jayakrishnan*, Vice Chancellor,  
University of Kerala
- 1155 – 1158 **Address by Special Guest:** *Er. Anuj Sinha*, Consultant,  
Science Communication, DST, New Delhi
- 1158 – 1200 **Vote of Thanks:** *Ms. Padmavathy A S*, Convener, 3<sup>rd</sup> Vigyan  
Sancharak Sammelan

**Session – I (1200 – 1300 Hrs)**

Chair: **Dr. Manoj K. Patariya**, Scientist, National Council for Science &  
Technology Communication (NCSTC), DST, New Delhi

**Rapporteur:**

- 1200 – 1205 Introduction
- 1205 – 1220 Invited talk by **Mr. P Radhakrishnan**, Former Dy. Director,  
LPSC, Thiruvananthapuram
- 1220 – 1230 Satellite Communication: An overview – **Dr. Alok Kumar  
Rastogi**, Dept. of Physics & Electronics, Bhopal
- 1230 – 1240 Role of Space Science and Technology in Science Journalism:  
Science Communicators and Emerging Challenges -  
**Dr SR Joshi**, Reader, NEHU, Shillong

1240 – 1250 Role of Science Journalism in the advancement of Space Science & Technology - **Prof. Prakash Manikpure**, Govt Polytechnic, Nagpur

1250 – 1300 Issues of Science Communication through Print Media in Malayalam – **Dr. S. Anil Kumar**, Director, PR&P, Cochin University of S & T

Vote of thanks

### Session – II (1400 – 1530 Hrs)

Chair: **Er. Anuj Sinha**, Consultant, Science Communication, DST, New Delhi

Rapporteur:

1400 – 1405 Introduction

1405 – 1420 Space Technology Benefits – How to reach the unreached?  
Invited talk by **Dr. K Ganesh Raj**, Deputy Director, EOS, ISRO, Bangalore

1420 – 1430 A Little Bit of Star - Dust – **Mr. Rahul S. Chatterjee**, Asst. Lecturer, Jail Road Higher Secondary School, Shillong

1430 – 1440 Chandrayaan Mission and Science Journalism - **Dr. Rishikesh Meena**, Head, Dept of Botany, Birla Government College, Jaipur

1440 – 1450 Recognition of Science journalism from space organization – **Mr. Dheerendra Godha**, Managing Editor, Samachar Jagat, Jaipur

1450 – 1500 Science communication through radio: Role of space science and technology – **Mr. Narayan M. Bhatt**, Programme Executive, All India Radio, Karwar

1500 – 1510 Comparative Analysis of Coverage of the Launch of Chandrayaan in two National English Dailies –

**Mr. Saad Ullah Khan**, Research Scholar, Aligarh Muslim University; Aligarh

1510 – 1520 Impact of Space Technology on the content of Science News – **Dr. Pushendra Pal Singh**, Head, Department of Journalism, MCNUJC, Bhopal

1520 – 1530 Vote of thanks

### Session – III (1600 – 1700 Hrs)

Chair: **Shri S Satish**, Director, P&PR, ISRO, Bangalore

Rapporteur:

1600 – 1605 Introduction

1605 – 1620 Invited talk by **Shri P V Manoranjan Rao**, Former GD, VSSC, Thiruvananthapuram

1620 – 1630 Advances in Science Journalism - Role of Space Science and Technology – **Dr. Rajnikant Sharma**, Assistant Research Officer NDCWC, Bhopal

1630 – 1640 Advances in Science Journalism - Role of Space Science and Technology – **Mr. Santanu Ghosh**, Laboratory of Prof. A.M. Chandra, University College of Science & Technology, Kolkata

1640 – 1650 Science Journalism: A journey from One day wonders to Face book generation – **Dr. Nataraju.S.M**, Division of Virology, NICED, Kolkata

1650 – 1700 Advances in Science Journalism: Role of Space Science and Technology – **Dr. Anindita Bhattacharya**, Dept. of Chemistry, Christ Church College, Kanpur

Vote of thanks

**Tuesday: January 5, 2010**

**Students Session (1030 – 1300 Hrs)**

Chair: Dr. K Subash, **Head, Dept of Communication and Journalism, University of Kerala**

Rapporteur:

1030 – 1035 Introduction

1035 – 1050 An historical overview of covering ISRO launches at SHAR from 1979 to the present day - Invited talk by **Shri T.S. Subramanian**, Associate Editor, Frontline, Chennai

1050 – 1300 Students paper presentation (17 nos)

Communicating space science to the public by the Science Journalism - **Saumya Sudershna**

Importance of media to the promotion of Space Science activities - **Vandana Kumari**

The role of space science and technology in socio economic development in India by Science Journalism - **Sushil Kumar Tripathi**

Role of Technologies and Space Science in growth of Science Journalism (With reference to policy makers & media houses) - **Rohitashwa Krishna Mishra**

Documentaries of Space Technology (Role in augmenting people's awareness) - **Brijesh Upadhyay**

Impact of Space Technology on Contemporary Journalism - **Tohid Ahemed Qureshi**

Role of Space Science & Technology in Boosting  
Science Journalists - **Divya Richa**

Environmental Sciences - Technical Temperament  
v/s Scientific Temperament: and effect on our  
Environment - **Naushin Fatima Khan**

Study the role of Technology in Science Writing -  
(In Reference of Science Journalism) -  
**Dhirendra Singh**

Analysis of the Impact of Electronic Media in  
Spreading Science (In Context Of Discovery  
Channel) - **Bhupendra Singh Rajput**

Global Positioning System (GPS) - Door of new  
Technology - **Ruma Quereshi**

Study of Effects of Internet on Science Journalist -  
(With Reference to Science News) -  
**Samvedna Saxena**

Role of OB VAN (Outside Broadcasting) & Science  
Journalism - **Amit Soni**

Role of Satellite for Communication and  
Photography - **Ruchi Dixit**

A study of the impact on Science Communication  
by the Space Science and Technology -  
**Arun Kumar Mishra**

Study of the Impact of Science News through  
Satellite Edition on People - (In reference to Dainik  
Bhaskar) - **Dheeraj Shukla**

**Session – IV (1400 – 1530 Hrs)**

Chair: **Mr. V P Balagangadharan**, Local Joint Secretary, ISC

Rapporteur:

- 1400 – 1405 Introduction
- 1405 – 1420 Covering Science for Television News: The NDTV Experience - Invited talk by **Shri Pallava Bagla**, Sr. Science Editor, NDTV News, New Delhi
- 1420 – 1430 Trends in Science Journalism - **V. Koteswara Rao**, Lecturer in Physics, Visakhapatnam
- 1430 – 1440 Paradigm shift in Science journalism - **Dr. (Mrs) Sharad Sinha**, Reader, RIE, NCERT, Ajmer
- 1440 – 1450 Advances in Science Journalism – Role of Space Science and Technology - **Dr. Pramod Kumar Mohapatra**, Assistant Editor, The Samaj, Cuttack
- 1450 – 1500 Advances in Science Journalism - Role of Space Science and Technology – **Dr. Bishnu Charan Das**, Lecturer in Chemistry, Jajpur
- 1500 – 1510 Scientific literacy: an inclusive mix of bottom-up and top-down approaches – Dr. Gagandeep Kaur, **Dr. Harinder P Singh Kalra**, Reader/Associate Professor, Punjab University, Punjab

1510 – 1520 Science Communication – A Qualitative Treatment –  
**Ms. Phanisree KD Timmaraj**, M.Sc., (Ph.D),  
Assistant Professor, GVP College, Vishakapatnam

1520 – 1525 Vote of thanks

### Session – V (1600 – 1645 Hrs)

Chair: **Dr Amit Krishna De**, Executive Secretary, ISCA, Kolkata

Rapporteur:

1545 – 1550 Introduction

1550 – 1605 Invited talk by **Shri S Satish**, Director, P&PRU, ISRO,  
Bangalore

1605 – 1615 Promising Role of Geosciences for the Sustainable Future  
Development – **Mr. O.M. Murali**, Chennai

1615 – 1625 An in Vitro Pharmaceutical Evaluation of Seitz Filtered &  
Lyophilized Extracts & Isolated Chemical Compounds  
from Pongamia Pinnata for their Antibacterial  
Property by Microdilution Assay –  
**Mr. J. Arunkumar**, Ph.D Research Scholar, Chennai

1625 – 1635 A Psychological Study of Some Psychological  
Demographical and Environmental Variables  
Effective Consumer Behaviour – **Dr. Sarita  
15Mishra**, Asst. Professor, D.A.V.College,  
Kanpur

1635 – 1640 Vote of thanks

1640 – 1700 **General Discussion**  
**Recommendation**  
**Prize Distribution**



**3<sup>rd</sup> Vigyan Sancharak Sammelan**  
**(Science Communicator's Meet)**  
January 4 – 5, 2010

**ABSTRACTS**



# **Advances in Science Journalism- Role of Space Science and Technology**

**Rajnikant Sharma**

*Central Water Commission, Bhopal 462011 (MP)*

*E-mail: rksharma\_1976@rediffmail.com*

## **Abstract**

A world where science is used for the benefit of all, excellence in science is valued and scientific knowledge is effectively linked to policy-making. In such a world, universal and equitable access to scientific data and information is a reality and all countries have the scientific capacity to use these. Science journalism is a relatively new branch of journalism, which utilizes the art of reporting to convey information on science topics to a public forum. The communication of scientific knowledge via mass media requires a special relationship between the world of science and news media, which is still just beginning to form. In recent years, the amount of scientific news has grown rapidly with science playing an increasingly central role in society. Interaction between the scientific community and news media has been therefore inevitable.

Due to this combination, a science journalist needs to be proficient in two areas: as a journalist, he must write well enough for magazines and newspapers, and as an amateur scientist, or at least as a dedicated learner capable of following complex science and explaining it in simple terms.

Along with need, importance and impact of Science Journalism, evaluation of communication and role of Space Science and Technology in science journalism will also be discussed.

---

## Satellite Communication: An overview

### **Alok Kumar Rastogi**

*Department of Physics & Electronics  
Institute for Excellence in Higher Education  
Bhopal (M.P.) – 462016  
Email: akrastogi\_bpi@yahoo.com*

Science journalism is the key to the real treasure of the scientific knowledge, by virtue of which scientific knowledge and concepts could be carried to the common man. Thus the common man is benefited with the new advancements in science and technology. Undoubtedly, science and technology journalism has progressively developed in India, in terms of quality and quantity, but still there are many miles to go to achieve the desired level.

In the recent years Satellite communication services have become more affordable. In more instances, Satellite systems offer more flexibility than submarine cables, underground cables, line-of-sight microwave radio, tropospheric scatterer radio or optical fiber systems. This paper is intended to give an overview of methods and uses for satellite communication in addition to small communications satellites in Low Earth Orbit (LEO) with concomitant low cost ground based hardware. Technical descriptions, including operational parameters and use of Internet as transport are illustrated. Basic components of satellite communication are discussed.

## **Advances in Science Journalism – Role of Space Science and Technology**

### **Dr. Pramod Kumar Mohapatra**

*Assistant Editor, The Samaj  
Journalist Colony, Madhusudan Nagar, Tulsipur  
Cuttack – 753 008, Orissa  
Email: Pramodmahopatra2009@gmail.com*

The excellence of science in course of time is reflected in all facets of human life, and the innovations of science & technology are truly shaping our very existence at the present juncture. So being our dependence, the marvels of science and the mechanisms behind them need to be presented for the comprehension of the common mass, where the science journalism has to play a significant role. The science journalists assimilate the scientific ideas and technological inventions and decipher them into lucid form for the benefit of the society. They have to highlight the positive aspects of science and technology, and educate people by creating awareness. The advancement of science journalism is evident from the fact that the radio, cable, television and print media are providing more news about science and technology now-a-days. Some national dailies and regional newspapers are now publishing weekly special pages on science, health, environment and agriculture related features, news, etc. Such advances contribute to social development and help in eradicating myths and superstitions.

The contribution of communication systems, the products of research in space science and technology, to science journalism has been immense. The spectacular success in the development and application of computer networking through communication satellites has boosted major advances in the arena making internet a common medium of gathering information. Various electronic sources of information, including e-mails, search engines, websites, e-journals and magazines, provide vast pools of information to reporters of science journalism. With significant advances in its space science and technology mission, India has attained noteworthy achievements in this frontier also. Benefits of our efforts today extend over communication, meteorology, TV broadcast, education, agriculture, industrial growth, resource management, environmental protection, disaster mitigation, flood and drought management, health, entertainment, research on moon - virtually touching every aspect of

human existence. Further revolution in space science and technology will bring new facets to science journalism in the coming years.

## **Advances in Science Journalism - Role of Space Science and Technology**

### **Bishnu Charan Das**

*Lecturer in Chemistry, N.C. College*

*Jajpur - 755001, Orissa*

*Email: bishnu\_charandas@rediffmail.com*

The science journalism comprises the efforts of a primary group of workers such as experimentalists, theoreticians, computationists, etc. who report and publish their findings, views, opinions etc in some research journals and present in selective scientific gatherings. A secondary group disseminates it through seminar, symposia and exhibition or in form of popular writings by using various conventional modes of communication. The traditional methods of communications are now replaced by communication satellites, video conferencing and internet, which provide quick access to latest information with the ever expanding power of computers. The emergence of national and regional e-resources consortia constitute the most prominent development in promoting better, faster and cost-effective ways of providing broad access to scholarly information on end products of research achieved through considerable patience and perseverance. The advancement of science journalism in different frontiers become possible due to vibrant and speedy transmission, dissemination and communication of scientific information followed by their appraisal, transformation and engineering of application. All these successes are attributed to the progressive achievements in communication systems brought out by innovations in space science and technology.

## **Promising Role of Geosciences for the Sustainable Future Development**

**O.M. Murali**

*Systems & Project Engineer  
WTI Advanced Technology Ltd  
98 Peters Road, Chennai 600 086  
Email: om.murali@gmail.com*

**Key Words: Geosciences, Disaster, Global Warming**

The growing uncertainty triggered by Global Warming which has direct visible impact on - erratic rainfall pattern & distribution, increased cyclonic activity with greater intensity and damage resulting in unprecedented flood, failed Monsoon resulting in drop in agricultural production and a cause of worry in food security, spread of new virus and bacteria posing danger to human lives. To gain greater control over the natural vagaries and better understand the natural processes and Mother Nature's fury, this paper brings to light the promising role played by Geosciences. This paper elaborates on how geosciences in its various forms assist man in improving the decision towards natural disasters, spread of diseases and much more. Furthermore, this paper also highlights the immense benefits derived out of using the geosciences which has advantage even in our day-to-day needs and meets the common man's requirements.

## **An *in vitro* Pharmaceutical Evaluation of Seitz Filtered & Lyophilized Extracts & Isolated Chemical Compounds from Pongamia Pinnata for their Antibacterial Property by Microdilution Assay**

**J. Arunkumar and S. Rajarajan**

*P. G & Research*

*Department of Microbiology & Biotechnology*

*Presidency College (Aut.)*

*Chennai-600 005*

*Email: bifcarun@gmail.com*

*Pongamia pinnata* (Beech, Pongam, Honge, Ponge, and Karanj Indian). Seeds contain bitter and thick oil known as pongamia oil which is 27-37%. It contains furanoflavone, karanjin, pongamol, kanugin and demethoxy kanugin all having antibacterial activity. Karanjin which has specific anti-wormal activity. Antibacterial activity of *P. pinnata* is seen in *Escherichia coli*, *Shigella flexneri*, *Vibrio cholerae*, *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Micrococcus luteus*, *Staphylococcus epidermidis* and *Salmonella typhi*. Methylkarranjic acid is effective against *Bacillus megatorium*, *Streptococcus á haemolyticus*, *Shigella dysenteriae* and *E. coli*. The antibacterial activity of furanoflavone and its corresponding chalcone antibacterial effects against *Shigella dysenteriae*, *Salmonella typhi*, *Streptococcus-â-haemolyticus* and *Staphylococcus aureus*.

Preparation of aqueous & Ethanolic extracts of *pongamia pinnata dried seeds* done by seitz filtration & Lyophilization technique. 96 well microtitre two fold dilution method ( $\mu\text{g/ml}$ ) were followed for in vitro antibacterial activity.

Amoxycillin was found to have Maximum Bactericidal Concentration (MBC) concentration for *Staphylococcus aureus*, *Staphylococcus epidermidis*, *Escherichia coli*, *Salmonella paratyphi - A*, *Salmonella typhimurium* was not susceptible to amoxycilin. The erythromycin did not exhibit the microbicidal activity on any of the standard strains even at at 25 mg/ml concentration. Interestingly the lyophilized seed extract (aqueous and ethanolic) exhibited microbicidal property at 12.5 mg/ml concentration for two of the standard

strains *Staphylococcus epidermidis* and *Salmonella paratyphi – A*. while the other three bacteria were completely inhibited at 25 mg/ml concentration. Lyophilized seed extract (ethanolic) also exhibited microbicidal property on four of the five standard stains of the bacteria except *Salmonella typhimurium*. The fractions of the A, B and D exhibited microbicidal property while C did not have inhibitory effect on any of the standard strains. The result of the inhibitory activity of the standard drugs, lyophilized extracts and the fractions were nearly same except for minor variations.

## **Chandrayan Mission and Science Journalism**

### **Dr. Rishikesh Meena**

*Lecturer, Bhawani Mandi*

*Jaipur*

*Email: rishi\_1180@yahoo.com*

The successful launching of Chandrayan by Indian Scientists recently is being talked in every corner of the world. Media has given top-most coverage and importance all over the world.

The most important thing of Indian Chandrayan mission is that worldwide expertise was used. It was the work of Indian scientists only that they have utilized world technology very carefully in this successful mission.

## **Recognition of Science Journalism from Space Organization**

### **Dheerendra Godha**

*Managing Editor*

*Samachar Jagat, Jaipur*

*Email: dkgodha@gmail.com*

Today the Science journalism is progressing fast. Space Science and Technology has played an important role in pushing forward the Science journalism. Any big event in space programs is immediately highlighted and transmitted globally by media.

If we talk about India, space science and technology has given foremost importance to Science journalism. Chandrayan mission by Indian scientists recently was world wide recognized and appreciated. Another achievement, which also gets worldwide focus, was launching of 10 satellites in different orbits in one day by India. The above achievements have placed India amongst leading countries of the world. Science journalism got recognition and appreciation from the working of space organizations.

## **Advances in Science Journalism: Role of Space Science and Technology**

**Anindita Bhattacharya**

*Dept of Chemistry*

*Christ Church College*

*Kanpur-208001*

*Email: Anindi.bhattacharya@gmail.com*

Science communication started with the early discoveries, the most important being the discovery of fire and dissemination of its knowledge. In India, sage Atharvan is credited for the discovery of fire churning technology and its dissemination during ancient period. A whole host of scientific literature was created in India during ancient, Vedic, post Vedic and classical periods. Medieval period saw emergence of newer trends in science communication when commentaries on earlier scientific texts were written and structures like Jantar Mantar (observatory) were built, but these were accessible to a few elites in the society. The real shift in science communication in favour of the common man became evident in modern times when it was now possible to bring out publications in large numbers. Science journalism started in India in 1818 with the publication of monthly Digidarshan published in Hindi, Bengali and English, carrying a few articles on science and technology. In recent years, the amount of scientific news has grown rapidly with science playing an increasingly central role in society, and interaction between the scientific community and news media has increased. The differences between the methodologies of these two “pillars” of modern society, particularly their distinct ways of developing their realities, have led to some difficulties. Journalism tends to have a stronger bias towards sensationalism and speculative theories than science, whereas science focuses more on fact and empirical measurement. This paper discusses the trends now emerging in the world given the efforts, the slackness in quality and moves to improve it, the plurality of mass media, and a sound science and technology base of the world with emphasis on India; arrived at through an in-depth study intended at furthering the cause of science communication and scientific attitude. The study indicates that science coverage attributed to mass media is abysmally poor, i.e., around 3 percent, which is far below the desired level of 10-15 percent. The present work is an attempt of find out the extent of demand and supply of S & T

coverage in various mass media and presenting an emerging scenario of science and technology journalism in the country.

## **A Psychological Study of Some Psychological Demographical and Environmental Variables Effective Consumer Behaviour**

**Sarita Mishra**

*Asst. Professor*

*D.A.V.College*

*Kanpur*

*Email: Srail234@gmail.com*

Consumer behaviour is simply a subsection of the larger human behaviour. Consumer behaviour is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. Shiffman and Kanuk state the “Consumer behaviour is the behaviour that consumers display in searching, and ideas which they expect will satisfy their needs. “ Consumer behaviour may be defined as the act of individuals obtaining and using goods and services including the decision processes that precede and determine these act on the basis of some demographical and psychological variables. Consumer behaviour results from individuals and environmental influences”.

The study of consumer behaviour is the attempt to understand and predict human actions in the buying process. Consumer behaviour is Dynamic concept. The psychology of consumer behaviour also include the interaction between man and his acquisition, specifically how man goes about using and consuming that which he has acquired. The consumer must eventually become involved in the process of attending to the object that has outlived its original function at least in so far as he is concerned. Consumer psychology may be defined as that branch of psychology which seeks, through the utilization of distinctively psychological concepts and methods, do understand the dynamics underlying and determining consumer behaviour.

## **Advances in Science Journalism - Role of Space Science and Technology**

**Santanu Ghosh**

*Department of Physiology,  
University of Calcutta, UCST,  
Kolkata 700009  
Email: sgrintuk11@gmail.com*

Science journalism is a specialized field of journalism which helps in dissemination of scientific knowledge and concepts to the common man thus benefited him with the new advancements in science and technology with which he is able to fight against hunger, drought, diseases, and social evils, like superstitions, etc. Science communication evolved along with the evolution of man while he made stone tools 150000 years ago Science journalism began as a specialized beat in the early twentieth century but burgeoned in the United States after World War II. Satellite communication which is the backbone of space technology has revolutionized science communication. Digital broadcasting, direct to home television, global mobile personal communication systems and the internet provide affordable links to the global network from the most remote corners of the planet.

## Science Journalism: A Journey from One day Orders to Face Book Generation

**Nataraju .S.M.**

*Division of Virology, National Institute of Cholera and Enteric Diseases, P33 C.I.T. Road,  
Scheme XM, Beliaghata, Kolkata-700010  
Email: smnattu@yahoo.com*

Science reporting/journalism has been going through several major changes during the past few decades. The early man's communication with each other through body language to today's internet communication made several advances in science journalism. Twentieth century was the golden age of science reporting with many newspapers launching dedicated science sections or pages. Most of the science journalism in twentieth century consisted of practical information about new farming techniques to the latest home remedies. Now the science report gathering to dissemination, are getting better with advanced technologies. The new tools include e-mail, telnet, internet browsers, search engines, etc. In the era of Face book generation science communication is disseminating in a better way. With a view to integrate, coordinate, catalyze and support the efforts of science communication and science popularization in the country, the Government of India is playing a important role. Over the last several decades, innovations from space technologies have increasingly become a part of our daily lives. From observing the Earth for weather and climate information, to conducting human and robotic exploration of the cosmos, to providing information essential to national security, military operations, commercial interests and foreign policy all are dependent upon space assets. Space technology is playing important role in many aspects including satellite communication which is important for the mass media.

## **Role of Science Journalism in the Advancement of Space Science and Technology**

### **Prof. Prakash Manikpure**

*Retired Lecturer in Physics  
Govt. Polytechnic Nagpur 440001  
R/ 225 Reshimbag, Nagpur- 440009  
Email: pmanikpure@yahoo.com*

Many of the landmark inventions in the history of science are defined by convergence of ideas; of concepts and of technologies. Human lives have been transformed by the several inventions in S & T; and the transformation continues at an ever increasing pace. The space science and technology is advancing at a faster rate and opened new frontiers in every walk of human lives. With Chandrayaan's discovery of H<sub>2</sub>O on moon surface; space science & T; exploded possibilities of setting up of human colonies on the moon in future. But the Science Journalism in India is in the dismal state. This article discusses how Science Journalism can capture the excitements of discoveries in space S & T. Also it deals with removing superstitions in the society and explains how to grasps the vibrant ocean of knowledge in S & T that affects the destiny of mankind.

## **Role of Space Science and Technology in Science Journalism: Science Communicators and Emerging Challenges**

### **Dr SR Joshi**

*Associate Professor*

*Department of Biotechnology & Bioinformatics*

*North-Eastern Hill University Shillong*

*Email: srjoshi2006@yahoo.co.in*

There is a need in this transition age of science to bring about an alliance between modern technical science and the holistic wisdom from indigenous societies and philosophers from all cultures. The power of science to bring about change places a duty on scientists to proceed with great caution both in what they do and what they say. One particular example may be seen in the case of the newly emerging field of Nanotechnology. Most of the articles that we see today in mass media about this emerging area of science describe, it as a cure for all possible problems faced by mankind today. However, the hype created often overlooks things that may go wrong or may even question the very existence of man himself on the planet. As science unravels more secrets and gives us yet unthinkable abilities the use of powerful communication and information gathering, tools like the Internet will increase at a mind-boggling rate. The Internet, which is now experiencing a unprecedented explosion of the so-called participatory publishing (PP) e.g. email lists, bulletin boards, newsgroups, online forums, chat rooms, podcasting and, most importantly, weblogs, the common man's participation in the policy making process related to Science and Technology will be a reality. However, proper checks and balances are to be provided by the science communicators who will, in the days to come play an increasingly pro-active role at being not only the gatekeepers but also forum leaders, moderators or facilitators of debate on social issues arising out of or being related to the applications of science and technology.

## **A Little Bit of Star-Dust**

**Rahul S. Chatterjee**

*Asst. Lecturer,*

*Shillong Jail Road Boys' Higher Secondary School*

*Jail Road, Shillong,*

*Meghalaya – 793001*

*Email: rahulc22@rediffmail.com, rahulchatterjeeshg@gmail.com*

**Key Words: Origin, Fate, Science Journalist, Communicator**

Ever since the dawn of man on the Earth, perhaps the one question that has bogged the human mind is “what is our origin” and “what is our fate”? It is primarily in this quest that the human species has taken on the final frontier—space, other than of course to quench man’s eternal curiosity and the desire to understand our surroundings.

But this quest, thirst and curiosity has often proved to be very costly—both in terms of man and money, thus bringing up the eternal question of whether we can afford such ‘luxury’ and really how necessary is the advancement of Space Science and Technology from a common man’s perspective?

This paper attempts to explore the burning questions in people’s minds and attempts to answer some of them at least. It is in answering these questions for the common man that the role of the Science Communicator, the Science Journalist comes in.

## Scientific Literacy: An Inclusive Mix of Bottom-up and top-down Approaches

**Gagandeep Kaur\* & Dr. Harinder P Singh Kalra\*\***

\*. *Lecturer (Chemistry)*  
*Department of Applied Sciences*  
*BBSB Polytechnic College*  
*Fatehgarh Sahib 140407 (Punjab) India*  
*Email: gagandp.kaur@gmail.com*

\*\**Reader/Associate Professor*  
*Punjab University*  
*Patiala 147002 Punjab*  
*Email: hps253@yahoo.co.uk*

Science literacy efforts in India have been greatly influenced by hegemonistic Anglo-American thought of 1960s. But that philosophy, now called a deficit model, is being increasingly questioned by scientists and policy makers; while centuries old scientific practices rooted deep in Indian history, religion, and culture are now recognized by the UN. Real challenge before scientists is to bring science to the doorsteps of common people and learn from scientific spirit embedded in their cultures. Only top-down or bottom-up approaches alone won't work. This paper presents a mixed model inclusive approach being experimented in rural India to scientific literacy for reaping the benefits of abundant scientific spirit, literature, resources and technologies including space technologies.

## **Science Communication through Radio - Role of space Science and Technology**

**Narayan M. Bhatt**

*Programme Executive,  
All India Radio,  
Karwar-581 301  
Email: nmbkwr@yahoo.co.in*

India was among the first few countries to realise the importance of space technology to solve the real problems of man and society and took initiatives to develop the space technology for the benefit of the nation. Space technology as the powerful enabler provides a variety of vital inputs for holistic and rapid development of rural areas and villages in specific. ISRO has made remarkable progress in building state of the art space infrastructure such as Indian National Satellite (INSAT) for communication. ISRO has also been pioneer in socially relevant space application projects like the Satellite Instructional Television Experiment (SITE), The training and Development Communication Channel (TDCC) and the Jhabua development Communications project (TCDP) to name a few.

Communication including the Science Journalism plays a vital role in developmental process of nation. Space science technology has contributed in a very big way in the field of communication technology in India. Today communication Satellites have changed the very nature of many media and telecommunication convergence of various media, computer and telecommunication technology have revolutionized the way information is processed and consumed by the public. Mere development of space structure and technology is of not much help if it not used by the people. Hence the 11th fiveyear plan working group on space has given a broad direction for the space programme to be driven by developmental goal of the country in key social and economic sector.

Already some services provided by satellites are being used by radio stations of All India Radio. It is worth to mention here that All India Radio Karwar is broadcasting PFZ (Potential Fishing Zone) advisories to fishermen of U.K. District in the coastal region of Karnataka. This is a service first of its kind in

India, which is helping fisherman to catch more fishes and thereby it may lead to improvement in their economic conditions. Communicating PFZ advisories is a advance in Science communication / Journalism with the help of space science and technology and also a good example of convergence of ICT and radio.

The changing world scenario characterized with rapid growth of technological innovation and its application, faster and cheaper communication, easy access to information, convergence of technologies and further opening up of global markets have thrown up a gamut of challenges and opportunities.

## Trends in Science Journalism

### **V. Koteswara Rao**

*Lecturer in Physics,  
Flat No: S2, MIG - 1B - 33,  
Sector - 9, MVP Colony,  
Visakhapatnam - 530017.  
Email: dr.vkoteswararao@yahoo.com*

Science in its broadest sense refers to knowledge. One of the factors that differentiate human species from others is their capability of attaining knowledge either through study or practice. Science has now assumed a gigantic form which was a result of its tremendously quick development all through the globe. Many new techniques and technologies have emerged and they turned extremely promising. Life has become very comfortable after the inventions and discoveries of many scientific issues. Along with the development it is equally important to communicate these developments with the general public. There have been many methods followed and are being followed to achieve this task. This paper presents the old, medieval and modern methods of science communication and analyses the available data. The best and effective of all will be discussed.

## **Science Communication – A Qualitative Treatment**

**Phanisree KD Timmaraj, M.Sc., (Ph.D)**

*No. 404, Kasturi Enclave, Vidyanagar, Waltair,  
Visakhapatnam – 530003, Andhra Pradesh  
Email: dr.phanisree@yahoo.com*

Science journalism is a glamorous term which links the stream of science with the art of communication. The significance of this act was sensed long back by many scientists, administrators and activists. Right from the halcyon days, sincere attempts were made to communicate real science to normal layman. The task was accomplished by arranging puppet shows, stage dramas and other traditional methods when technical communication was unavailable. With the emergence of satellite communication systems, the process has become much simpler. We now view or listen to many programs related to science. But the stress is on the quality of these programs which otherwise send wrong signals to the society. The present paper emphasizes on few science programs which lack proper presentation even though they are informative. The importance of presentation and the authenticity of the content that is being presented will be discussed in detail with examples.

## Issues of Science Communication through Print Media in Malayalam

### Dr. S. Anil Kumar

*Director, Public Relations & Publications  
Cochin University of Science & Technology and  
Co-ordinator, Centre for Science Communication  
Email: akv@cusat.ac.in, anilvadavathoor@gmail.com*

Print media is the most powerful medium of science communication having credibility in a society like Kerala with cent percent literacy. For 300 lakh population of Keralites, there are around 40 lakh newspapers. Kerala is also a pioneer in launching the first ever popular journals for health, science and agriculture in any of the regional languages in the country. Dhanwanthari (1903), Lakshmi Vilasam (1906) and Krishikkaran (1909) were the Malayalam periodicals pioneered the cause of Science popularisation in health, general Science & Technology and agriculture respectively. The Newspapers and periodicals during the beginning of the century were not an exception. Many of the articles published during the first quarter of the century were based on scientific advancements and that too were in common man's language. But later the affinity of Malayalam dailies to publish science news vanished and science was considered only as a means of occasional sensationalism.

Of course the readers are very much receptive to science news. But neither the journalists nor the scientists are ready to provide them with easy to read and understandable items. Many reasons like style of presentation, lack of commitment, jargonised technical language and lack of empathy with the ultimate readers were attributed as reasons. Lack of knowledge in science among the journalist fraternity is also a problem. Besides, it is a bit difficult to file science reports before deadline, while politics and crime provide ample scope for sensational stories riddled with emotion and conflict. Science became a front page event only if the matter is having an element of sensation. Another salient feature of science news is its exclusiveness so that it should not be published as ordinary news, but should invariably explain the social significance of all scientific advancements. Unless a concentrated effort to propagate the message of science through print media is properly formulated, cultivating scientific temper among the citizens will remain a distant dream.

## **Comparative Analysis of Coverage of the Launch of Chandrayan in two National English Dailies**

**Saad Ullah Khan**

*H No. 123, Moh. Salmahakan*

*Khurja*

*Bulandshahre*

*Uttar Pradesh*

*Email: saadgeneration84@yahoo.co.in*

Spreading the word about India's first lunar mission, Chandrayan-1, national newspapers definitely did their bit. Around mid-October 2008, there were large spaces devoted to the details of spacecraft, its launch vehicle PSLV-C11, and the scientists involved in this project

This study tries to focus (quantitatively and qualitatively) on the coverage of launching of Chandrayan-1. *Times of India* and *The Hindu* are the newspapers selected for the study with the aim to assess the role of print media in creating awareness regarding an important scientific event.

Sample includes 60 newspaper issues (30 each) dating from October 20-November 20, 2008. The comparative qualitative approach would involve use of photographs, quotes of reliable sources (scientists) and other effective media used by the two newspapers.

## Paradigm Shift in Science Journalism

**Dr. (Mrs) Sharad Sinha**

*Reader,*

*RIE, NCERT,*

*Ajmer*

*Email: ssharad13@rediffmail.com*

We talk these days about the future of science journalism, by which we usually mean its migration from traditional habitats – printed words on paper, radio stations, television networks – into the 21st century landscape. Most of us see that landscape as a technological one, transformed by blogging and webcasting, Twitter and Face book, and possibilities through ever increasing exploration of space science and technology. The paper enumerates contribution of space science for improving the quality, cost and access of science journalism

But as journalism evolves into a product of new media, it's important to also consider not only what will change – also what we should keep. Lovers of language, who can turn an ordinary event into a compelling story, are still needed. The paper highlights 10 ways to train science writers who make a complex experiment accessible to those without science training.

## **Impact of Space Technology on the Content of Science News**

### **Pushendra Pal Singh**

*Head, Department Of Journalism*

*Makhanlal Chaturvedi National University Of Journalism And Communication*

*BHOPAL (M.P)*

*Email: ppsinghjournalism@yahoo.co.uk*

There is no doubt that space technology provides a lot of facilities to the Content managers of different type of news providers. Development of Space Technology opens the new doors for getting information and news from different sources available all over the world. This facility changed the content selection process of Science related news. Earlier it was depended on local news sources. In this changed scenario it is necessary to know the impact of Space Technology on the various mediums. There is no doubt that this change is looking good from the upper side but we should investigate it from top to the bottom that really it is good for our country or not. This research paper is a attempt towards in this direction.

### **Methodology**

Content analysis of various news papers, magazines, websites and science related television programmes help us to understand the actual situation. Interviews of the content selectors of Science news gives us a different angel in this field. A small survey also provide us the opinion of the content users of Science news.

### **Conclusions**

This study shows us a totally different scene of Science content providing by content managers of media houses. We come to know how slowly-slowly, the unawareness regarding the mentality of the content generators, diverting our Science content in the media. We also can understand the relationship between the technological developments and the selection of content.



# **3<sup>rd</sup> Vigyan Sancharak Sammelan**

**(Science Communicator's Meet)**

January 4 – 5, 2010

## **ABSTRACTS (Student Papers)**

*Students from*  
Department of Journalism  
Makhanlal Chaturvedi National University of  
Journalism and Communication  
Bhopal  
Madhya Pradesh



## **Communicating Space Science to the Public by the Science Journalism**

**Saumya Sudershna**

*E-mail: ssudershna@yahoo.com*

While living on the earth, man has reached the zenith of space. From Neil Armstrong to Sunita Williams, Many space researchers went in the space and proven the reach of human. There is only media, who communicate the whole activities of Chandrayaan among one and all. Now these days' media communicate other space science activities like big bang theory. If we have a look in the present we find many facts about space science. These facts were unknown to us in the past but now we know that. So media is a need of persons to aware or know about science, scientific activities and space science activities also. But in all these positive activities, media cover only that innovation or news which gave it profit. So today it is very necessary that media have to cover maximum issues related to science or space science. Only the help of this coverage, media can promote science more and more.

## **Importance of Media to the Promotion of Space Science Activities**

**Vandana Kumari**

*E-mail: Vandana31aug@gmail.com*

In the contemporary world media is a very important tool to promote scientific temper amongst one and all. Media is the one which promoted Chandrayan I, Big Bang and all similar theories have been brought to light by the media around the world. Otherwise the world must have always thought that the world is a flat cube. Scientists too get great support and motivation from the media coverage that they get.

The most important thing is that media is the one who tells the world about the discoveries and inventions of new things. It also fights social evils and myths by telling the truth behind a particular thing. Like the superstitions related with solar and lunar eclipses were broken by the media.

### **Methodology**

Content analysis of available media coverage. Also interview of policy makers and stake holders.

## **Space Technology and its Role in Convergence Journalism**

### **Deepika Sharma**

*Email: deepikabtp@gmail.com*

In the past few years journalism turned into convergence journalism. In the absence of cross media restrictions in India, handful of media houses have occupied all sorts of media tools, this includes newspaper, T.V, radio, web etc. And to run all these simultaneously with low investment these media organizations are using the same manpower to feed all these channels, and digital technology is helping them do it.

The objective of my research is to know how space technology is being used nowadays for convergence journalism. Methodology adapted by me includes, content analysis, interviews of media persons and study of recent scientific content discussed in media.

## **The role of Space Science and Technology in Socio Economic Development in India by Science Journalism**

**Sushil Kumar Tripathi**

*E-mail: sushiltripathianvi@gmail.com*

India is the country where the scientific and digital divides are the widest. So it is necessary to identify the essential role of space science and technology for socio-economic transformation. The use of space science and technology for development in India presented considerable opportunity. Information society basically science journalism can play major role to inform people about space science and technology. So for socio economic development] it is needed to establish and develop science information society (science journalism).

Space based system can play a key enabling role in the attainment of India's sustainable development objectives and contribute to the monitoring of climate change and other problems. So need of the days is that more and more people with science background should come in science journalism and promote it.

### **Priority Action**

- Support the development of an inclusive science journalism
- Support science and technology capacity building in by science journalism.

## **Role of Technologies and Space Science in Growth of Science Journalism (With Reference to Policy Makers & Media houses)**

**Rohitashwa Krishna Mishra**

*E-mail: rohitashwamisra21@gmail.com*

Society and journalism go parallel and journalism reflects society. It is a common principle of psychology that we need motivation to learn to develop. Its applicability is clearly visible in the arena of science journalism. ISRO setting new bench marks every day. Our science and technology journalism is also growing from this benchmark. Today we are having issues to discuss in a positive way. The achievements in the field of space technology have placed us in the elite group of nations.

### **Hypothesis**

The development of science calls for more discussion in media. It also exerts pressure on policy makers and media houses to provide proper space for science journalism.

### **Methodology**

Interview with stake holders of media and policy makers. Content analysis of available reports in media.

## **Documentaries of Space Technology (Role in Augmenting people's awareness)**

**Brijesh Upadhyay**

*Email: brijesh.ekdost@gmail.com, upadhyay\_bk02@rediffmail.com*

Space Technology is a complex phenomenon for common people but using adequate medium these could be communicated in much simple ways. The entire science journalism today is working for evolution of these simple, entertaining, yet educating ways. Documentaries are a part of this attempt. There are roughly two types of documentaries prevalent. One is fully aimed at science-entertainment and the other serves only educational purposes.

Chiefly educational documentaries are used by the media to express science phenomenon. Objective of my study is to evaluate the impact of these documentaries on audience. Methodology adapted by me includes, survey among audience and content analysis of some documentaries used by media houses. These documentaries being audio visual are liked by viewers, though their use is limited in media.

## **Impact of Space Technology on Contemporary Journalism**

**Tohid Ahemed Qureshi**

*E-mail: tohid21@gmail.com*

Journalism has been turning on its head in the last couple of years with the advancement of technological tools. The ways of news gathering and dissemination has been altered like never before. And the use of space technology has been one of the greatest in bringing these alterations so thick and fast. Satellite technology is being used for improving communications and

the management of available resources in media these days. Today OB vans are used for live telecast from any corner of the world, reporting can be done through a satellite phone even from the Sahara desert, remote sensing can be used for weather forecasting, reporting of natural disasters like forest fires, earthquakes, floods, cyclones, volcanoes etc. Global positioning system is another space technology which is widely used these days.

### **Methodology**

Discussions with policy makers, stakeholders of media. Observation of contemporary journalism, content analysis of available literature and media reports.

## **Role of Space Science & Technology in Boosting Science Journalists**

**Divya Richa**

*Email: divya.richa@gmail.com*

21<sup>st</sup> century is referred as the ultra high technology era, where everything is a click away from us. It is only science which has made this practical. Present scenario is changing and developing with an incredible pace embracing space science and technology not only for the economic development but also for the communication development. With the advancement of science people want to know more about science. Here, space science and technology help science journalist to disseminate science among the mass it clears the concept of science journalist so that they can better perform. Therefore I have done a research to know the role of space science and technology in boosting science journalists.

### **Methodology**

Questionnaire, Survey, Interview

### **Hypothesis**

- Space science & technology help science journalist to simplify the complexity of science and make science understand to the common people. It solves the queries of science journalists which is good for their career.
- It disseminates the science education among the mass.

## **Role of Space Science and Technology in attracting common people towards Science**

**Naushin Fatima Khan**

*Email: n\_nfk@yahoo.com*

Key words: Space science; universe; scientific awareness.

Space science and technology is one of the most interesting and attractive branch of science. Since early times events related to space and astronomy is a subject of curiosity for men. It is one of the most ancient of all sciences. It is also given a notable space in mythological books like Vedas, Bible and Qur'an. It is still playing a very important role in human life as man could relate himself with the origin of universe and world on which he is alive. Therefore space science and technology becomes a most valuable tool for imparting scientific awareness among educated and uneducated people nowadays thorough media. Most of the news channel, news papers and news sites give a large space to any current event related to universe and scientific researches related to space technology.

In this paper I critically analyze how space science and technology is growing since ancient times and also try to find out the role of space science and technology in attracting common people towards science.

## **Study the role of Technology in Science Writing - (In Reference of Science Journalism)**

**Dhirendra Singh**

*Email: dhirendrasingh16@yahoo.com*

The writing of science related subject is the most challenging task these days, especially in eradicating social evils and developing scientific approach. This research paper study the science writing and effects in science journalism using advance space technology. Trying to cater sources which are available for a science writer. Also, a comparative study between science journalism and general journalism.

### **Hypothesis**

In writing the availability of content material is much increased by satellite technology resources and it's playing a very important role in science writing.

### **Research methodology**

In this research we would survey on the students of science journalism, science journalist and writers through an extensive questionnaire.

## **Analysis of the Impact of Electronic Media in Spreading Science - in the Context of Discovery Channel**

**Bhupendra Singh Rajput**

*Email: bhupendraraj786@gmail.com*

Contemporary era is the era of science. Science is related to every aspect of society. Even then, science has limited spread. Science programs are shown on mass scale on the discovery channel. The objective of this paper deals with the impact of these programs on people.

### **Methodology**

Content analysis of the different programs broadcasted by the channel and the study of the impact of these programs on different section of our society using questionnaires and survey methods.

### **Hypothesis**

The quality programs broadcasted by the discovery channel have played a pivotal role in the spread of science not only amid educated people but also on uneducated ones.

## Global Positioning System (GPS) - Door of New Technology

**Ruma Quereshi**

*Email: ruma1987@gmail.com*

The global positioning system (GPS) is a space based radio navigation system that provide reliable positioning, navigation and timing services to civilian uses on a continues worldwide basis freely available to all. The GPS provide accurate location and time information for an unlimited number of people in all weather, day and night, anywhere in the world.

Individuals may purchases GPS handsets which are readily available to commercial retailers in India Equipped with these GPS receivers, Users can accurately locate where they are and easily navigate to where they want to go, Where walking driving, flying, or boating. GPS receivers come in a variety of formats, from devices integrated into cars, phones and watches, GPS has become a mainstay of transportation system worldwide. Providing navigation for aviation, ground and maritime operation, disaster relief and emergency services depend upon GPS for location and timing capabilities in there life saving mission.

Everyday activities such as banking, mobile phone operation, and even the control of power grids are facilitated by accurate timing provided by GPS. Farmers, surveyors, geologists, and countless other perform there work efficiently, safely, economically and accurately, using the free and open GPS signals.

The global positioning system (GPS) is the only fully functional global navigation satellite system (GNSS) the GPS uses a constellation of between 24 and 32 medium earth orbit satellites that transmit precise microwave signals, that enable GPS receivers to determine their location, speed, direction and time some global positioning system under Development are:

- IRNSS-India
- GLDNASS- Russia (at the verge of completion)
- Galileo positioning system – European Space Agency
- COMPASS Navigation System - China

## **Study of Effects of Internet on Science Journalist (With Reference to Science News)**

**Samvedna Saxena**

*Email: samsaxena2@gmail.com*

Communication has been very important for our community since ancient times. It is a powerful weapon in the communication's armory.

In the recent times we have been using advance technologies among which internet is of great importance. With the help of internet with in second we can get lot of information's and news about world and Science. Internet plays a great role in science Journalism. By internet we can find out Data and facts easily. But these informations are true or not and how much Science Journalists are depending on internet it should be thought of.

An effort has been done to know the importance of internet on Science journalists and what is the effect of internet science news on them. Methodology used is Survey through Questionnaires.

### **Objective**

To explain the effect of internet science news on science journalists.

To tell how much science journalist have trust on internet science news.

## **Role of OB VAN (Outside Broadcasting) & Science Journalism**

**Amit Soni**

*Email: amitsoni069@gmail.com*

In the field of Science Journalism Space technology plays a very vital role for example if we talk about OB VAN, it quickly spreads the information from one person to another through electronic Media.

The whole process of OB VAN is based on space technology. If space technology does not exist we won't be able to spread information to wider areas of people. Hence space science and technology is very important medium in spreading information to peoples through science journalism.

### **Uses of O.B. VAN**

1. To transfer the news data through up link and down link medium.
2. For covering recent incidents and spread them to the whole world in few minutes.

## **Role of Satellite for Communication and Photography**

**Ruchi Dixit**

*Email: rd04309@gmail.com*

Today is the era of science and technology and what all we do now are scientifically related. In journalism photographs and communication plays an significant role . Several times satellite are used for talking pictures of planets and maps. Instead of these telephone, web media (internet), radio and OB van are used for communication and these are operated by satellite. The demands of all these medium are increasing day by day. In this research paper, we will study the importance of satellite through photographs and communication in science journalism.

Methodology used is survey method.

## **A study of the impact on Science Communication by the Space Science and Technology**

**Arun Kumar Mishra**

*Email: arunmishra.india@gmail.com*

Space Science and Technology is very necessary for the development of any nation. Today in India Space Science and Technology is developing day by day. Those individuals efforts is necessary, to spread the news of Space Science and Technology, who is well informed about Space Science and Technology. Science journalism is a very good way for that, but in our country

science journalism is not in its full flesh.

In today's scientific age people are very eager to know such type of news which is related to Space Science and Technology. This study is to know the level of satisfaction of the readers about the news of Space Science and Technology and also to find out the way by which Science Journalism can be promoted.

## **Study of the Impact of Science News through Satellite Edition on People - in Reference to Dainik Bhaskar**

**Dheeraj shukla**

*Email: dheeraj0289.psinku@gmail.com*

Newspapers are very important in print media. Newspapers are read by people of every section. Science related news make people more aware. It is a very strong medium for communicating science news to people. Satellite edition of the newspaper play a very important role in augmenting the reach of the paper. They are more connected to people, due to their local nature thus have a greater impact in developing scientific temper.

### **Objective**

Objective of my study is to analyze the impact of the science news published in the satellite editions of the newspapers.

### **Methodology**

Content analysis of the satellite editions of local newspaper and survey among readers using questionnaire.