

A GLIMPSE OF THE INDIAN PUBLIC'S RESPONSE TO SCIENCE IN THE MEDIA

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The paper presents the results of two small surveys conducted to study the response of Indian public to science appearing in newspapers, radio and television. One survey was of persons living in Delhi and another survey of persons from all parts of India encountered during rail journeys. The results indicate that a majority of population has a good perception of science and is interested in science; it claims that not enough science is appearing in media, and is even keen to have science during Prime Time on televisions. The surveys also throw light on its media habits, preferences for scientific subjects and the forms in which it prefers to have science.