

XX TRAINING PROGRAMME ON SCIENCE COMMUNICATION AND MEDIA PRACTICE 2006 – A REPORT

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Needless to mention that the progress and prosperity of a nation depend on the progress of the people. If the spirit and human potentialities of the people are not developed, nothing can be developed. Indeed the basic problem of most of the Third World countries is not the poverty of natural resources but under- development of human resources. To upgrade the quality of the people by improving their education, their skills, social awareness should be the primary task for such countries.

In the present era, when science has permeated in all the spheres of life including almost every aspect of the socio-economic scene, it goes without saying that every effective way of achieving of aforesaid objectives is to create an awareness of the benefits of science among the masses and to cultivate a scientific temper among them.

In our country, the major media of mass communication are the newspapers, radio and TV. The task of propagating and interpreting science to the masses naturally develops upon these media. In recent years science coverage is gradually increasing in mass media. Science reporting is emerging as a comparatively new field of science journalism, yet the number of science communicators in our country is inadequate. Training of science journalism in our country is a necessity.

Realising the draw back, the Indian Science News Association, (ISNA) has been organising a *Training programme on Science Communication and Media Practice* since 1983. The Twentieth Training Programme was inaugurated on 5th July, 2006 by Professor Sukumar Aditya, one of the senior most members of the Association.

Professor Biswapati Mukherjee, Chairman of the Organising Committee delivered welcome address and he narrated briefly background history of the Association and its mouth piece – the journal *Science and Culture*.

Prof. Mukherjee mentioned in his address the importance of the journal as the many important articles on national problems from pre and post independence time have been published in this journal by many luminaries and philanthropists from home and abroad. It publishes articles on social impact, development of science in the present era. Professor Mukherjee stated that we have been organising this course to create science writer as the new invention and development of science should be spread to the common people. He said superstition needs to be removed from the mind of the layman and general people. He mentioned many renowned resource persons participated in the course from both print and electronic media, faculty from different universities, scientific organisations, medical practitioners, academics which helped for its great success. We modify the course every year to make it more effective.

Prof. N. C. Datta, Honorary Secretary of ISNA stated about the activities of the Association. He said that science communicator should choice specific subject and it should be learned properly. Prof. Datta mentioned that



Shri Dipak Saha presenting flower to Shri Rajat Roy, (Chief Guest) from Kolkata TV, on the Dias : Prof. Amalendu Bandyopadhyay and Prof. Sudhendu Mandal.

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