

AVENUES OF SCIENCE COMMUNICATION

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This article traces the various ways and means applied for science communication starting from 17th Century. Various challenges faced by science communicators to achieve the desired result is lucidly depicted. The world is a fabric of diversity both in literacy and culture which makes the science communication more difficult. To face this challenge innovative ways for popularizing science has to be utilized. Role of Science Centres, NGO's and various Govt. agencies is also highlighted in this article. In a nutshell science must speak in a language that is understandable, compelling and inclusive.

“Most of the fundamental ideas of science are essentially simple, and may, as a rule, be expressed in a language comprehensible to everyone”. — Albert Einstein