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VIGYAN PRASAR

XXXVI TRAINING PROGRAMME ON SCIENCE COMMUNICATION AND MEDIA PRACTICE 2023-2024

Information
Brochure

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INDIAN SCIENCE NEWS ASSOCIATION, KOLKATA

and

VIGYAN PRASAR

**DEPARTMENT OF SCIENCE & TECHNOLOGY
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with active support from

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**Sister Nivedita University, Kolkata
Vijaygarh Jyotish Ray College, Kolkata**

INDIAN SCIENCE NEWS ASSOCIATION

The Indian Science News Association (ISNA) was founded by eminent scientists like **Acharya Prafulla Chandra Ray, Professor Meghnad Saha, Professor B. B. Ray, Professor D. S. Kothari** and other stalwarts. The purpose was to promote diffusion of knowledge laying special stress on the progress of scientific studies in India and abroad and advocating methodical application of science to problems of national regeneration. With this objective in view, the ISNA has been publishing a journal **SCIENCE AND CULTURE** for nearly last nine decades.

ISNA also organises seminars, symposia and training programmes on **Science Communication and Media Practice** to disseminate scientific knowledge and create awareness for the public.

VIGYAN PRASAR

Vigyan Prasara is an autonomous institution under Department of Science and Technology, Government of India. **Vigyan Prasara's** objective is to "promote scientific and rational outlook" amongst stakeholders in all sectors and especially relevant for growth and sustainable development of India.

GROOMING SCIENCE COMMUNICATORS

Present day India is a culmination of historical processes that date back to the Indus civilization and probably beyond. Scientific research has led to our progress and continues to ensure India's prominent position in the world of nations. However, it remains a great disadvantage for all of us that science, even today in this country, remains largely confined to laboratories and universities. The dissemination of scientific knowledge among the masses is an urgent necessity. The Indian Science News Association (ISNA) took on its shoulders the responsibility of grooming those who would take science to the masses. Since 1983 the organization has remained focused on conducting a certificate course on Science Communication and Media Practice. Except for a few unavoidable breaks in between, ISNA's dedication has remained unflinching. **ISNA** has not only trained students but also produced books, videos, CDs, etc. that continue to serve as effective study material for the trainees. The course includes lectures, workshops, field visits, hands-on experience and orients the students in such a fashion that the learner gets a good exposure to the unfolding secrets of science and technology as well as gains the ability to communicate the same to the masses through print and audio-visual media. Participation of **Vigyan Prasara** as coorganisers has made this course more effective and inspiring.

OUTLINE OF COURSE CONTENTS

1. Communication and journalism
2. Media study
3. The art of writing and editing
4. Science communication through audio-visual media
5. The art of conducting Interview
6. Science and society and ethical issues
7. Science Communication through Social Media, Youtube, Facebook, Twitter, Instagram
8. Lectures on Eminent Indian Scientists and current topics of science
9. Classroom presentations, debate, slogan writing and workshops
10. Audio-visual documentary and Science Newsletter production
11. Interactive sessions, Projects, Visits and Feedbacks

ELIGIBILITY

Applicants should be either graduates in any stream or final year examinees. Those having interest in science writing / reporting in newspaper / periodicals / electronic media / social media will be preferred. Applicants will be selected after a written examination and counseling. The decision of the Organizing Committee will be final regarding selection.

CERTIFICATE

Certificates will be issued at the end of the course to those who will qualify in the final examination, after attending at least 80% classes and completion of class room presentation, the project assigned and evaluated by the committee.

ADMISSION PROCEDURE

The application form Price Rs. 50 for the course may be obtained from the office of the **Indian Science News Association**, 92, Acharya Prafulla Chandra Road, Kolkata - 700 009 downloaded from ISNA website (Notice Board). The application form, duly filled in, should reach by **April 24, 2023** Last academic Certificate / Marksheet must be enclosed.

COURSE FEE

Names of the candidates selected for the course will be put up on the Notice Board of the ISNA on **May 22, 2023** (afternoon) and they will be admitted on payment of the following course fees:

Individual	:	Rs. 2500.00
Sponsored candidate	:	Rs. 4000.00

DURATION OF THE COURSE

The duration of the course is about four months, June-September 2023, classes being held five days a week, **including some Saturdays for workshops and visits**. Visits may also be held on any weekday in the day time. The classes will be held between 6.00 p.m. and 8.00 p.m. in the Rajabazar Science College Campus of the University of Calcutta at 92, Acharya Prafulla Chandra Road, Kolkata - 700 009.

Course will commence from the second week of June, 2023

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