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Nota di bibliografia

Includes bibliographical references at the end of each chapters.

Nota di contenuto

Chapter 1. Introduction V.V. Binoy and Pallava Bagla.- Part I: Communicating Science to Win the Hearts and Minds -- Chapter 2. Responsibilities of Science, Responsive to Society: A New Dialogue Jairam Ramesh.- Part II: The Indian Landscape of Communicating Science and Technology.- Chapter 3. India's Maiden Mission to Mars: Many Firsts and Some Missed Opportunities in Isro's Efforts at Public Outreach and Communications Pallava Bagla.- Chapter 4. Challenges in Communicating about Defence Research: Insights in Defence Research and Development Organization's (Drdo) Media Strategy Ravi Kumar Gupta.- Chapter 5. Communicating Issues related to Land and Natural Resources. S. Meenakshisundaram.- Chapter 6. The Art and Science of Communicating Risks of Natural Hazards Ajit Tyagi.- Chapter 7. The Challenges of Earthquake Risk Communication to Public R. K. Chadha.- Chapter 8. The Queer Case of Communicating Risks Associated With Use of Mobile Phones and Neighbourhood Mobile Towers: Are People Contracting More Brain Cancers K.S. Parthasarathy. - Chapter 9. Atomic Energy: Reaching Out the People for Perception Management S.K. Malhotra.- Part III: Time-Tested ways of Communication -- Chapter 10. Communicating Science for a Better Tomorrow Hasan Jawaid Khan -- Chapter 11. Current Status of Public Understanding of Science: Results of Kumbh Mela Survey Studies Gauhar Raza and Surjit Singh.- Chapter 12. Challenges of Communicating Science in Regional Languages: Experiments in Kannada A.S.K.V.S. Sharma.- Chapter 13. Challenges Faced by Science Journalists and Communicators Working in Vernacular Languages and Insights Pertaining to Science Communication Courses Nimish Kapoor. - Part IV: Using Television, the Internet and Social Media for Messages. - Chapter 14. Enhancing Science Content on Indian Tv: Status, Issues and Way Forward T.V. Venkateswaran.- Chapter 15. Scidev.net T.V. Padma.- Chapter 16. Smart Websites: Insights from DBT Archita Bhatta. - Chapter 17. Using Social Media for Research and Reaching Out Sandhya Sekar and Sudhira H. S..- Part V: Bridging the Gap Between Scientists and the Public -- Chapter 18. Vigyan Rail: Science Exhibition on Wheels Vinay B. Kamble.- Chapter 19. Organising Children's Science Congress: Challenges and Opportunities E.R. Anuj Sinha.- Chapter 20. Bridging Educational Institutions For a Citizen Science Project: A Case Study From Malappuram District, Kerala, India V.V. Binoy, S. Radhakrishna and A. Kurup.- Chapter 21. Community Driven Approach for Artificial Recharge: The TBS Experience Rajendra Singh.

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Sommario/riassunto

This first-of-a-kind volume provides a snapshot of existing science communication policy and practice in India across different S&T sectors, and offers solutions to building effective communication. It provides an understanding on how to avoid societal clashes in situations when science meets the public in these sectors. The editors and contributors argue that effective S&T communication leads not only to a more informed public but also benefits research itself, and in a changing society like India this is a crucial element related to good governance and policy making. In this volume, experienced masters of the craft provide practical solutions to making S&T communication more effective in a vast democracy like India, which has complex issues related to literacy levels, diverse languages, varying political will, reach, and resources. Through, discussions on cases of creating information modules for the public on the Internet, television and radio, social media, as well as traditional ways of outreach like people's science movements, holding popular science events, and fairs, the volume

provides highly valuable directions on how developing countries with low resources and complex populations can communicate S&T research to the public and bridge communication gaps. This volume will interest researchers from science, social science, mass communication and public relations departments, journalists, as well as practitioners and policy makers from government and non-government institutions involved in S&T policy, practice and communication and people who want to understand the complex S&T landscape of India. .

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