



## **PRESS NOTE**

### **Round Table Meet on Mass Communication**

13-14 October 2017, NIOT, Chennai

### **Communicating Science for New India**

The Third India International Science Festival (IISF) is being organized during 13-16 October 2017 in Chennai, Tamil Nadu by the Ministry of Science & Technology, Ministry of Earth Sciences, and Vijnana Bharati (VIBHA). The theme of the Science Festival is **“Science for New India”**.

For all-round progress, nations round the world require advances in science and technology to be shared, communicated and disseminated among the multitudes of stakeholders. The innumerable challenges that India faces in key sectors such as clean water & energy, food, environment, climate, security, and healthcare can all be surmounted by carefully crafted communication strategies.

Therefore, as part of the IISF, a **Round Table Meet on Mass Communication** is being organized during 13-14 October 2017 at the National Institute of Ocean Technology (NIOT), Chennai. The Round Table Meet is being coordinated by the CSIR-National Institute of Science Communication and Information Resources (CSIR-NISCAIR), New Delhi and National Institute of Ocean Technology (NIOT), Chennai.

The Round Table Meet on “Mass Communication” will address various methods and techniques to popularize science and its applications. Prominent media persons, science communicators, science journalists, social, electronic and print media journalists dealing with science and passionate science and journalism students have been invited to discuss various aspects of mass communication in science and technology. The Meet will also showcase various science communication products, such as publications, audio-visual communications, digital and other software materials.

The Meet comprises Five sessions:

- Session I: Panel Discussion - Why science coverage in mass media is abysmally low and how can it be increased?
- Session II: Paper Presentation - Trends in science communication

- Session III: Social Media Chaupal - Science communication through social media
- Session IV: Science Writing Workshop for Ph.D. scholars
- Session V: Round Table Meet - Science communication: Future strategies and the way forward

The Round Table Meet promises to be a platform for dynamic and focused discussions eventually coming up with strategies to effectively communicate the developments in science and technology for all-round inclusive progress of the country.

The Round Table Meet would be held during 13-14 October 2017 at the National Institute of Ocean Technology (NIOT), Velacherry-Tambaram Main Road, Narayanapuram, Pallikaranai, Chennai, Tamil Nadu 600100. *The detailed programme is attached.*

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