

# Techniques of delivering science through newspapers

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**Abstract.** Like air, water and food; newspaper has also become essential part of everyday life all over the world. Newspapers keeps us updated and make us live smart .It is something almost everybody picks up everyday for some or the other reason. Some for hardcore news, some for their pictures in last nights page three party, some for share prices and some for sports, etc. Not only men even ladies pick it up for kitchen tips, show on idiot-box etc and children for comic strips, puzzles etc. Newspaper is obviously a major tool of mass communication .Now, if we have to communicate science- Newspaper could prove to be of great help. Everyday some space could be allotted to science. For that matter, language and terminology for writing science has to be melted down to be understood by a layman. In this way everybody will automatically take a daily dose of scientific knowledge without even straining his mind. But this has to be done in proper manner to make the column of newspaper readable and catchy to eyes. This paper discusses the techniques of delivering science through newspapers and an analysis of worth of this kind of science communication in society.

**Keywords:** Science writing, Headlines, Scientific jargons, Vernacular press.

## INTRODUCTION

The status of science education in our country is very pathetic. Need of the hour is to disseminate scientific knowledge. It has to be done on a regular basis to retain the consistency. Newspapers can prove to be of great help for propagation of scientific knowledge. It will help in establishing the public understanding of Science & Technology.

## HOW NEWSPAPER IS A BETTER MEDIUM?

People of all age groups grab a newspaper for some or the other reason. Reach of newspaper is vast. Newspaper is a comparatively cheaper medium. Vernacular press breaks all language barriers. Regularity makes newspapers a habit. Newspapers cuttings can be saved for future revision of facts.

## EFFECTIVENESS OF SCIENCE COMMUNICATION THROUGH NEWSPAPERS

Regular reading keeps the curiosity to know more on. Along with knowledge, newspapers keep one updated. It inculcates scientific temper among readers. It becomes easy to recall facts in mind once read. Horror of Science in students ends when it comes to daily newspapers from annual syllabus/course books.



**Figure 1: Vice president of India Mr. Bheron Singh Shekhawat releasing a special issue of Vaigyanik Drishtikon**

## HOW TO MAKE A COLUMN CATCHY?

Attractive headlines, colorful pictures and illustrations, use of “Scientoons”, easy and understandable words and by use of scientific jargons.



**Figure 2: Former President of India Dr. A.P.J Abdul Kalam discussing with editors of Vaigyanik Drishtikon while reading the issue.**

## MORE THAN JUST NEWS...

In order to make the process of dissemination of scientific knowledge more easy and interesting there are lot many ways which can be adopted by the newspaper organizations. It is a very well known phrase in journalism that a picture speaks more than thousand words. It means that visuals like diagrams, graphs, cartoons, pictures, or scientoons can prove to be an effective tool for explaining facts by occupying lesser space on the page of a newspaper. Other than these there are many other ways also which help in this regard like scientific puzzles and crosswords, amazing facts. E.g. "Do you know??" Etc. Also science jokes, Questions/Answers related to science & technology and stories of discoveries/inventions/research works etc.

## VAIGYANIK DRISHTIKON: A Science Newspaper

It is the one and only science newspapers publishing from Rajasthan, India since last decade back. It contains news on current developments in field of Science & Technology, latest discoveries & inventions, achievements of great scientists and a look on all major scientific organizations of India and abroad. Its success is clearly reflected by its sustainability.



**Figure 3: Vaigyanik Drishtikon is the one and only science newspaper of India that has maintained its consistency of publication. Celebrating 10 years of science communication through newspapers. Tenth year issue.**

## ACHIEVEMENTS

Vaigyanik Drishtikon has completed ten years of its publication. Former president Dr A.P.J Abdul Kalam has appreciated Vaigyanik Drishtikon and given his wishes to make it a daily newspaper. Vaigyanik Drishtikon has published many special issues time to time like Nobel Laureates of physics, Indian Air force, Child Scientists of India etc. Great Indian scientists like Dr. Kalam, Prof. Yashpal, Dr. R. Chidambaram, Dr. R. A. Mashelkar and others have also appreciated this publication time to time. Ministry of science and technology, Govt. of India is funding for this publication.

## **SUGGESTIONS**

The career in science writing must be made attractive by initiating new professional and job-oriented courses at University level like University of Lucknow in India is successfully running this course of Masters in Mass Communication in Science and Technology since many years. Science writing must be included in school and college syllabus. Government must support such causes. Newspaper organizations must take the lead role in spreading scientific knowledge. People must subscribe to such newspapers for their upliftment.

## **CONCLUSION**

Newspaper is a great medium for Science & Technology communication. It has privilege over other mediums, which fall short in some, or the other way. It can contribute a lot in a country's scientific development. Newspaper organizations are thus advised to come up and unite for the dissemination of scientific knowledge for the growth of society and country at large.

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