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How Media Helps in Communicating Science- A Review Paper

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Abstract. Introduction-More and more science communication studies scholars are accepting popular media as a subject worthy of academic consideration.

Technology becomes a tool, supporting the learning process as learners seek new knowledge and understanding. The challenge here is to define the new approach to learning with sufficient clarity that it becomes a useful vision for future generations.

There are many modes of delivery for informal science education content, but for the purposes of this paper, we have focused on the following forms of media: television, radio/audio (including podcasts and streamed audio and video files via the Internet), film, and planetarium shows. School and universities are availing of these new educational channels, and there is also an increasing level of vocational training performed via the computer. The impact of media is vast on children and even on the adults. The intellectual curiosity of a child is satisfied by media literacy. Electronic media are playing an increasingly more important role in education and training.

Technology has improved so much today, that it is easy to teach in ways that are both interactive and communicative. Constructivism has come to stay and technology, and more specifically multimedia, has surely helped in its popularity.

Purpose

This paper focuses on one aspect of Science Learning through media, which are the
development, implementation, analysis and evaluation of a literature review done under a broader area of "Science and media".

Design/methodology/approach

The paper discusses the following concerns

What is the nature and quality of media as a tool for learning science?

The defining characteristics of learning from media? How and in what way are they different across types of media? Are they different across target audiences?

To what extent have traditional communication theories formed the design and evaluation of media in science learning environments?

How can theories of learning be brought to bear on designing communication strategies for media?

What are the methodological challenges in conducting studies on the impact of media on learning and what methodologies have been most effective?

The initial review covers topics within the areas of science and media, print media, electronic media and cyber media.

Findings

Benefits arising from the initial review exercise identified areas where media (all forms of media); engaging people in it and raise awareness or attract viewer's involvement in the media, and also discussing issues and giving legitimacy to concerns raised informally by it.

Originality/value

Helps scholars in science communication to identify areas for development via the review process that would give directions for future research in this area. The purpose of this paper is to encourage research in order to expand the use of multimedia in the sciences, use of media and devising communication strategies for usage of media of different target groups.

Keyword. Science, media, learning, communication strategies.