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terms of wages. This is because they are shown to participate less in the "work force". According to Indian Economic Summit Report (2009) "Women, as half the human capital of India, needs to be more efficiently integrated into the economy in order to boost India's long term competitive potential". It further highlights that "Investments in women and girls correlate positively with poverty alleviation, economic growth and prosperity of the nation. On the other hand, the World Economic Forum's survey in India reflects that to achieve integration, efforts must be made that women participate in the workforce to promote work-life balance. To promote this, barriers like wage discrimination between men and women and unemployment among women must be reduced.

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MASS COMMUNICATION

Citizen Engagement with Science: Challenge to Society

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Introduction: Citizen engagement in scientific and technological issues is in vogue in recent years, and a variety of projects intended to engage citizens in science and technology are being carried out all over the world. Communication of science is regarded as crucial for the economic progress in the country. This emphasis on communication stands in contrast to the near invisibility of the representation of science in the media. There is a widespread sentiment however that the discipline of science communication is at a crossroads.

Objective/research questions: The paper proposes a reflection on science communication and on the communicative processes characteristic to the production of new-found knowledge. It aims to outline the role that communication can play within this frame for greater understanding. It also focuses on the question of the role of communication regarding science within society, but above all demand a closer inspection of communication within science itself.

This implies an important role for the public as well as the mass media, both actors in a transforming public sphere. Beyond a call for more communication and more scientific literacy, the discourse has shifted to a call for more engagement and more participation on behalf of the citizen.

Methodology followed: The methodology followed for the paper is literature review. The review defines the main evolutionary trends in scientific research in recent decades, with particular reference to the emergence of new social actors.

Main Findings:
Benefits arising from the review exercise identifying areas where all forms of media are capable of engaging people, raising awareness and attracting 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.

However, few academics and governments attempting to "engage in engagement" are clear about their goals and desired outcomes, and whether or not the processes they facilitate are likely to meet these ends. The purpose of this paper is to encourage research in order to expand the concept of citizen engagement with the science.

**Keywords:** Science communication, citizen engagement, public participation of science

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