

Science Communication: Issues and Challenges

© Dr. Avadhesh Kumar Yadav

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(Dr. Avadhesh Kumar Yadav)



P R E F A C E

The objective of this book is to bring attention together innovative academics and industrial experts to discussion about every aspects of science communication. Nowadays, science communication is an emerging tool not only for the research of science related activities but also for other subjects. Science communication is the use of appropriate skills, media, activities and dialogue to produce one or more of the following personal response to science. It can be easily explained by vowels analogue i.e. *AEIOU* which stands for Awareness, Enjoyment, Interest, Opinion-forming and Understanding. Science communication does not mean purely science. It is also focused on reading, listening and writing skills which help in retrieval of information and comprehension. It contains five sections which are discussed as:

The first section is 'Public Understanding of Science'. In this section we try to discuss about the science understanding in terms of science communication and it is covered by eight chapters.

'Science Communication in Science & Applied Subjects' is the second section in which all aspects of science communication in science and its related subjects are discussed. It contains the fifteen chapters.

Section third deals with science communication in humanities and social sciences. This section is very important for removing the confusion masses who think the science communication as it is related with science only. It covered by four chapters.

Section four is focused on the science communication in culture. This section clears that how culture is related with science communication.

In present era the media & social networking are very important tools to connect the masses and understanding the things that are happening around us. This part is covered in section fifth.

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LANGUAGE ACQUISITION AND EMPOWERMENT

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Abstract

"Hard work is the key to success" is a universally accepted truth but I beg to differ because no matter how hard we work for our exams or interviews but if we fail write correctly or answer properly then we do not succeed in our exams. In order to make a good impression one needs to have a command over his or her language because the importance of good communication skills in today's world cannot be denied as it is responsible for the overall development of personality which brings success and growth in one's career and life. People with good communication skills are strong personalities who are able to express their views and opinions effectively, logically and coherently to others. Such people are appreciated and admired by one and all because they are in a commanding position personally, socially and professionally. Language is effectively used as a tool to perfect the art of expression in order to make a good impression thus communication is simply a method of exchanging information, ideas, thoughts, feelings etc. clearly for the benefit of others. So I am trying to reinforce the significance of effective use of language in our personal and professional lives because it helps us to make an impact on the minds of the people around us and guide us to tackle difficult situations in different spheres of life.

Keywords: communication skills, impression, expression, tool, art, methods

Language can be understood as a system of words, symbols, gestures written or spoken used by human beings to express their needs, emotions, thoughts and ideas as members of a social setup. The desire to communicate with fellow human beings is the basis for the origin of language system and the four main activities which are part of the communication process include listening, speaking, reading and writing. When a child is born the very first shrill cry confirms his arrival in this world and generally it is observed that he responds to the sounds around him unless and until he is challenged differently. Immediate communication is established between the mother and the child without any well formed words because the child is totally dependent on her for all his needs and she understands by the tone and tenor of his cry that whether he is hungry or in pain and provides assistance accordingly and gradually she starts speaking to him and he starts listening to her, with this listening comes the ability to imitate and thus the child starts babbling. So the first two activities of listening and speaking are performed very early in life and normally by the time a child is two years old he can communicate orally with people around him and express his needs and emotions to them quite comfortably. Now he is considered to be ready to take admission in school or may acquire tuitions at home and to develop the skills of reading and writing for further understanding and effective use of his communication skills.

These four activities known as LSRW in language teaching are known as effective tools of communication. For the first two that is listening and speaking no formal teaching is required as it comes naturally through imitation but for reading and writing formal training is necessary. Therefore, it can be said that all human beings indulge in listening and speaking whether they are literate or not but for reading and writing formal education is a must and it is only with the help of reading and writing that understanding the techniques of communication develops and the child attains a certain level of maturity to express his thoughts, feelings and emotions. Effective communication is an art, therefore, it needs to be mastered with regular practice and one who has