

Media Role In Science News Diffusion

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OUR era is pulsating with colossal scientific innovations and its technological applications. Contemporary life is science dominated and technology-cloaked life. Massive application of scientific inventions in our modern life is evinced in our supersonic air transportation, our electronic and satellite communication, revolutionary surgical transplantation of human organs and our general economic well-being.

FLOW OF SCIENCE NEWS: Nowadays laboratories, hospitals, research centres and various scientific establishments have become a constant source of news and views. Hundreds of thousands of scientists and technologists are working in these places around the world for the betterment of human lot. Their strenuous and interminable endeavour bring forth myriad of exciting information and innovation which need speedy dissemination among the masses to keep them abreast of latest scientific and technological achievements.

Science news is emerging from different corners of the World at such a bewildering pace that even the scientists find it problematic to keep themselves informed up-to-the-minute. It is being predicted by various science organizations that the study of scientific communication will become increasingly important as the difficulty of disseminating information widely and rapidly mounts.

If the process of dissemination and diffusion of science news suffer any set-back or hindrance there will emerge a serious 'Communication-gap' between the scientists and the laymen:—and even among scientists working in different fields causing profuse abuse of mental and monetary input. Without a steady flow of information about science and scientific progress critical decisions that scientists and laymen alike must make about the role and impact of science cannot be intelligently made.

Sciences' extensive utilitarian services to mankind has made it important and indispensable to everyone of today's world.

Now question arises as to how the laboratories and the curious laymen could effectively be connected ensuring well balanced communication between scientists and public or in other words between science news producers and science news consumers. Mass Media have a significant role to play in this respect of entwining of two diverse classes.

Present day life is so fast and pre-occupied that people do not have sufficient time and energy to go through the heaps of voluminous scientific and professional journals in order to be familiar with the latest scientific ideas and information. But people always expose themselves to communication media like radio, TV and newspaper for getting the news and views around the globe. Mass Media report and analyse the on-going happenings in a concise but clear way for informing educating and entertaining the public. Mass Media are placed in an enviable position which draw enough attention from the public in spite of their haste and pre-occupation because of its traditional role of 'instant disseminator' of information.

This enviable position of mass media can constructively be exploited in science news diffusion which ultimately will help to move toward progress and prosperity as science is the backbone of development.

QUALIFICATION OF SCIENCE REPORTERS:—Two broad qualities that need to be possessed by the science journalists are (1) enough background in science to ask intelligent questions and to comprehend the answers and (2) high competence in writing the information received so that it will appeal to the non-scientist public.

In third world developing countries like Bangladesh where technology is mainly borrowed from developed parts of the world, need active media participation in popularizing science and technology among its masses. Otherwise attempt to infuse new process and

technique would not be a smooth-sailing endeavour. But one thing should be noted here that our scientific and technological need is not quite similar to that of developed countries. We condign only those technologies which will make a positive impact on our economy.

That is why third world countries are at present vigorously trying to establish the new concept of 'Appropriate Technology'. Our communication industry has an added responsibility of conditioning or linking the world scientific developments to local environment.

If appropriate diffusion takes place through mass media, the country would be ready for proper infusion of 'need based technology' to make the economy strong and stable.