

PUBLIC ATTITUDE ABOUT SCIENCE COVERAGE AND TERMINOLOGIES USED IN NEWSPAPERS PUBLISHED FROM UTTARAKHAND

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ABSTRACT

This research paper is intended to discuss about the public perception and attitude towards science news/item coverage through newspapers. A number of programmes are carried out by different government/private agencies or NGOs on popularization of science but desired results are still beyond the reach. Though newspapers are also trying their best in spreading science awareness among its readers but the common understanding of science in general public is still a big challenge. The purpose of this study was to find out whether the habit of newspaper reading can solve this problem anyway or not? And if they confronted with such situation then what do they really do? This study was conducted in Uttarakhand state to know the scientific attitude of the people of this region. Popularization of science has many challenges in which lack of knowledge and illiteracy are the main hurdle in its growth. Though the percentage of the literacy has been improved but the desired level is still to achieve. Twenty two languages have been recognized by the Indian constitution but most of the work of science popularization is done through English language only. It means other languages do not have original work in science popularization as most of the science work is mere translation. Again as other languages do not have their own scientific terminology, they have to depend on English only. This type of unavailability of scientific terminology in other Indian languages becomes a big hurdle in actual science popularization, because most of the Indians are of the flavor of their own local language. Besides this science writing work is not done in interesting way. Science stories, poem, satire, discussion etc are still not given due importance in science popularization work. Even most of the science writer could not provide interesting science stories or article to the newspapers and magazines. Study reveals that though science news/items coverage by the newspapers is almost 4.65%, yet most of the people do not prefer to read science items.

KEYWORDS: Popularization, Scientific Terminology, Language, Science writing, Newspapers.

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