

Call for Papers

Announcement for the

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THEME: SCIENCE COMMUNICATION

Deadline for Submission: 31 March 2013

Science and technology are the foundation of our civilization. From life saving drugs to barrier-breaking telecommunications – science has given us all. However, scientific innovations need to be communicated aptly for them to become optimally effective. This still remains unrealized in many parts of the world. India presents a unique paradox in this regard. There are several ongoing researches in different scientific fields but the results of such researches or scientific developments in these fields are not communicated properly to the masses. The endeavours to communicate science to the masses are scanty and mostly scattered in this country. Except for government organs like All India Radio and Doordarshan, mass media in India has been generally apathetic to science communication. The communication of scientific facts among Indian scientists working in different disciplines is also not very encouraging. The reasons need to be looked into.

The June 2013 issue of the Global Media Journal- Indian Edition aims to discuss the present status of science communication in the country against the backdrop of the corresponding world scenario in general and the South Asian context in particular. It seeks to bring together current research findings in this field. The various aspects of science communication like historical milestones, language of communication, orientation of content, identifying and analyzing the target audience, use of appropriate media, role of traditional media, low-cost and no-cost tools, contribution of government and non-government organizations, socio-economic hurdles, outstanding successes in the field and notable failures are sought to be highlighted in this issue. Contributions on any of these topics and other related areas with special focus on South Asia are welcome.

Please see ‘Submission Guidelines’.

http://www.caluniv.ac.in/Global%20media%20journal/submission_guideline.html

All submissions should be accompanied by the following information which should be presented on the front page only:

- (a) article title,
- (b) author name/s,
- (c) current position/affiliation,
- (d) brief biography (approximately 50 words),
- (e) email and mail addresses,
- (f) a brief abstract (approximately 200 words)
- (g) five to ten keywords reflecting the contents of paper,
- (h) word count (excluding notes)
- (i) the URL for author/s' personal web page
- (j) a brief statement that clearly indicates the article/review etc is not submitted simultaneously for consideration to any other publication.

Word Limit:

For Articles: Approximately 7000 words, excluding notes.

Students' Research: Approximately 7000 words, excluding notes.

Commentaries: Between 2500 and 3500 words.

Book Reviews: Approximately 1500 words.

The ideas and words of others should duly be acknowledged in all contributions.

GUEST EDITORS FOR THE ISSUE:

Please direct your submissions and queries to the Guest Editor of the Issue

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