



Delhi Metropolitan Education

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***PRESS RELEASE* DAY-8**

Dr Nimish Kapoor discusses the importance of scientific temper in Media coverage

#conference4change

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NOIDA: Emphasising on the importance of scientific temper, Day-7 of the International Conference ICAN³ organised by DME Media School started with an enriching Master Class on the topic 'Strengthening Science Communication in Communities at Grassroots' by Mr Nimish Kapoor, Scientist 'E' & Head, Science Films Division, Publications Division, Indian Science News & Feature Service, Vigyan Prasar, Department of Science, on June 28, 2020.

In the engaging session, Mr Kapoor, citing the example of the coronavirus pandemic, explained the relevance of science communication in daily lives. He said, "Mass communication helps bridge the gap between scientists and the public." He discussed the miscommunication present in media about scientific information related to COVID-19 and said that to disseminate scientific knowledge to the public, proper expertise on the topic is required.

"One way to get an understandable piece of news to the public is to ask the scientist to explain it in a laymen context", suggested the senior Scientist. Mr Kapoor also said that dilution without distortion is the prime practice that any scientific journalist should inculcate in their lives. He

advised media students to read science Research papers to understand the complex language and develop an interest in the field.

Dr Ambrish Saxena, Dean DME Media School and Organising Secretary, ICAN³ added to the conversation by making a remark on the increased media coverage on scientific issue since the COVID-19 outbreak and expressed his desire to see development in the field in the upcoming years. Dr Susmita Bala, Head, DME Media School and Convenor of ICAN³ welcomed the guest in her introductory note.

Ms Kritika Sati, Assistant Professor, DME Media School moderated the Master Class. Saksham Bakshi, second-year BA(JMC) student anchored the session.

The enriching Master Class was followed by two technical sessions revolving around roles and responsibility of media in India. The first Technical session of the day focused on the topic 'Global issues, Political Communication, Elections and Public Opinion'. It was chaired by Dr Uma Shankar Pandey, Associate Professor and Head, Department of Journalism & Mass Communication, Surendranath College for Women, Kolkata, West Bengal and IAMCR Ambassador and co-chaired by Dr Nazrul Islam, Associate Professor, Department of Mass Communication and Journalism, Begum Rokeya University, Rangpur, Bangladesh.

Several research papers were presented on varied topics including Role of media in showcasing rising voices against deprivation of rudimentary human rights in Pakistan and Political perceptions and memes: A study on the role of internet memes in forming political opinions of the youth.

Ms Deepika Dhawan, Assistant Professor, DME Media School moderated the session and Muskan Malhotra, a first-year BA (JMC) student anchored it.

Second Technical session of the day touched on the topic 'Discourse in Media Space and contemporary Narratives'. It was chaired by Dr Pallavi Majumdar, Joint Acting Head, Amity

School of Communication (ASCO), Amity University, Noida, Delhi NCR and co-chaired by Mr Pramod Kumar Pandey, Assistant Professor, DME Media School.

The session saw several in-depth research papers on the pertinent issues. It was anchored by Saksham Bakshi, a second-year BA (JMC) student.

Master Class 3: Strengthening Science Communication in Communities at Grassroots

https://www.facebook.com/watch/live/?v=885338378636484&ref=watch_permalink

Technical Session XI: Global issues, Political Communication, Elections and Public Opinion

https://www.facebook.com/watch/live/?v=1168074566906974&ref=watch_permalink

Technical Session XII: Discourse in Media Space and contemporary Narratives

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