



We must teach science in the mother tongue. Otherwise, science will become a highbrow activity. It will not be an activity in which all people can participate.

– C. V. Raman



## SCIENCE WEEK CELEBRATIONS 2019

Celebration of Science by University of Kerala

Theme: Science Communication for All

## WORKSHOP ON POPULAR SCIENCE WRITING

Workshop for  
Young Researchers

Dates: 11<sup>th</sup> and 12<sup>th</sup> March 2019

Venue:

Department of Aquatic Biology & Fisheries  
University of Kerala

### CHAIRMAN

**Prof. Gabriel Simon Thattil**, Director, IQAC

For Details Contact:

### CO-ORDINATORS

**Dr. A. Biju Kumar**

(Dean, Faculty of Science)

Ph: 9447216157

**Dr. K.G. Gopchandran**

Dean, Faculty of Applied Sciences & Technology

Ph: 9447862247

### WORKSHOP CONVENER

**Dr. M.S. Harikumar**

Head, Dept. of Communication & Journalism, University of Kerala

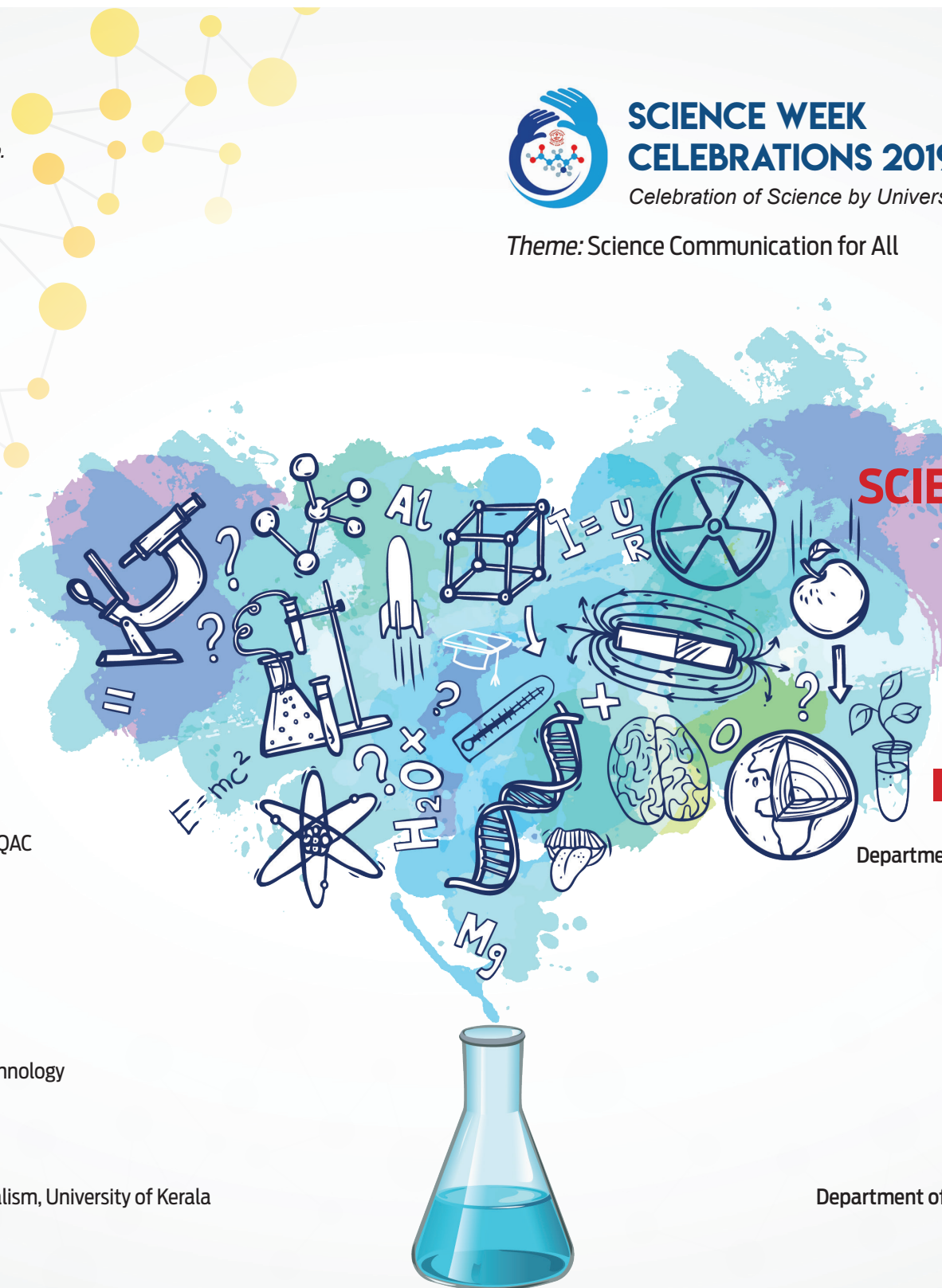
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Organised by

Internal Quality Assurance Cell  
&

Department of Communication and Journalism  
UNIVERSITY OF KERALA



## Rationale

**N**ational Science Day is celebrated in India on 28 February each year to mark the discovery of the Raman Effect by Indian physicist and Nobel Laureate Sir C.V. Raman on 28th February 1928. The basic objective of observation of National Science Day is to spread the message of importance of science and its application among the people. This year, the theme topic of Science Day is Science Communication for All, which demands communication of science across disciplines, highlighting the importance of science for humanity.

Science has become an indispensable part of all human activities and influences all the facets of our society. Effective and engaging written communication between the scientist and the non-scientist is critical to influencing the perception of science. However, many of the young researchers fail to communicate their scientific research, or science in general, with the public. This workshop will introduce the participants to the writing genre, "popular science writing". This is a type of scientific writing for a popular audience that takes scientific findings and translates them into a form both comprehensible by and captivating to a general audience of non-specialists.

A key focus of the workshop will be the structure of good writing.

- Interaction with leading popular science writers in Kerala
- Types of popular science articles and their structures
- The craft of popular science writing
- Writing popular science and science fiction books
- Writing press releases for research stories
- Social media techniques
- Pitching stories to editors and agents
- Tips for translating science

The participants will receive a workshop manual and soft copies of relevant publications and certificate of participation. There is NO workshop fee.

## Who can apply?

Early career teachers, Research scholars and Media students.

### KEY RESOURCE PERSONS

**Dr. C.G. Ramachandran Nair**

former Chairman, STEC, Science Writer, Communicator

**Prof. S. Sivadas**

Award winning teacher and science communicator

**Prof. C.P. Aravindakshan**

Teacher, Writer and Orator

**Dr. Achuthsankar S. Nair**

Head, Dept. of Computational Biology & Bioinformatics

**Shri. T. Nandakumar**

Bureau Chief, The Hindu Daily

**Dr. Anilkumar Vadavathoor**

Regional Director, Indian Institute of Mass Communication, Kottayam

**Shri. G.S. Unnikrishnan Nair**

Deputy Director, Department of Agriculture, Kerala

**Dr. A. Biju Kumar**

Dean, Faculty of Science, University of Kerala  
(Former Editor, Science India Magazine)

**Dr. M.S. Harikumar**

Head, Dept. of Communication & Journalism, University of Kerala

**Shri. N.S. Arunkumar**

Research Officer, The Kerala Bhasha Institute

**Shri. V.K. Adarsh**

Sr Programme Manager, Union Bank

## How to apply

Write with a brief biodata why you are interested in applying for the workshop. The seats are limited and the selection will be based on the interest and on a first come first served basis. Send the email to [opendayuok@gmail.com](mailto:opendayuok@gmail.com) before **5<sup>th</sup> March 2019**.

