

National Council for Science & Technology Communication (NCSTC/DST)
Indian Science Writers' Association (ISWA)
Tamil Nadu Science & Technology Centre (TNSTC)
MTS Academy (MTS)

The 8th National Science Communication Congress (NSCC-2008)

Media Convergence & Knowledge Revolution

December 10-14, 2008

Science City Auditorium, Tamil Nadu Science & Technology Centre
Gandhi Manadapam Road, Guindy, Chennai-600025 (Tamil Nadu), India

Dr. Cheyon

Dated : 15.10.2008

Honorary Secretary

M.T.S. Academy, Sree Karpagavalli Vidyalaya, Mylapore, Chennai - 600 004 (Tamil Nadu), India

Phone : +91-9444991415; +91- 9840014412 (M); Email : mtsacademy@yahoo.co.in; iswacom@hotmail.com

Website : www.mtsacademy.com; www.iswaindia.com

Dear Sir/ Madam,

On behalf of the Organizing Committee NSCC-2008, we are pleased to invite you to deliver a talk/ present a paper/ participate in NSCC-2008 scheduled for December 10-14-2008 at Science City Auditorium, Tamil Nadu Science & Technology Centre, Gandhi Manadapam Road, Guindy, Chennai-600025 (Tamil Nadu), India and/ or nominate your colleague(s) for the same. Detailed announcement, programme and registration form are enclosed herewith. The National Council for Science & Technology Communication (NCSTC/ DST) organizes NSCC every year since 2001 when it was first organized in Lucknow, followed by NSCC-2002 at Ranchi, NSCC-2003 at Visakhapatnam, NSCC-2004 at Gwalior, NSCC-2005 at Varanasi, NSCC-2006 at Ahmedabad, and NSCC-2007 in New Delhi. NCSTC/ DST, Tamil Nadu Science and Technology Centre and MTS Academy are organizing the NSCC-2008 in Chennai in association with Indian Science Writers' Association (ISWA).

It is requested to kindly send your paper/ abstract/ topic for talk/ presentation/ poster under the main theme or any sub theme of NSCC-2008 to the Secretariat, NSCC-2008 latest by November 15, 2008. It is advisable to kindly arrange your travel expenses from your organization; however, in deserving cases, the travel expenses for authors of accepted papers except students could be reimbursed limited to IIIAC/IIAC Class train fare, while student participants/ other registered participants be reimbursed II Sleeper Class train fare subject to prior confirmation by organizers. Limited number of travels by IAC Class train/ by air can be offered for invited experts/ speakers in some special cases. Lodging and boarding would be arranged by organizers from 10.12.2008 (AN) to 14.12.2008 (FN).

The prescribed time for each presentation would be around 10 minutes (6 minutes for presentation + 4 minutes for discussion). Best paper awards would be presented in junior and senior categories. LCD Projector/ OHP facilities would be available for presentations. It is proposed to publish proceedings after the NSCC-2008. Selected papers can be published in *Indian Journal of Science Communication* <www.iscos.org>. It is, therefore, requested to kindly provide a hard and soft copy (floppy/ CD) of paper/ presentation/ poster along with tables, photos, graphics. An Exhibition of Popular Science Publications and Information Products in Indian Languages is being organized at venue; please bring/ send your collection of publications, CDs, kits and other software materials for display.

Kindly confirm your participation to the undersigned as well as to the Convener, NSCC-2008 : Dr. Manoj Patariya, Director (Scientist 'F'), National Council for Science & Technology Communication, Dept. of Science & Technology, Govt. of India, Technology Bhavan, New Mehrauli Road, New Delhi-110016 (India); Phone : +91-11-26537976, Fax : +91-11-26866675; Email : mkp@nic.in; manojpatariya@yahoo.com, preferably via speed post/ e-mail/ phone, as early as possible latest by November 15, 2008, enabling us to make necessary arrangements.

We look forward to meeting you in Chennai. Thanking you and with kind regards.

Yours sincerely,

(Dr. Cheyon)
Honorary Secretary, M.T.S. Academy

National Council for Science & Technology Communication (NCSTC/DST)
Indian Science Writers' Association (ISWA)
Tamil Nadu Science & Technology Centre (TNSTC)
MTS Academy (MTS)

Announce

The 8th National Science Communication Congress (NSCC-2008)

Media Convergence & Knowledge Revolution

December 10-14, 2008

Science City Auditorium, Tamil Nadu Science & Technology Centre
Gandhi Manadapam Road, Guindy, Chennai-600025 (Tamil Nadu), India

The enormous knowledge incidence from all around the world at one hand has largely widened the canvas and scope for development, while plurality of mass media has opened up new vistas for channelising and creating a knowledge society at the other. The ability of a nation to use and create knowledge capital determines its capacity to empower people at large towards taking advantage of this vast pool of emerging scientific knowledge for wealth creation and well being of a nation. The knowledge oriented paradigm of development would be crucial especially for emerging world in the decades to come as the time has arrived to converge all sets of mass media to better equip the society for a steady and evenly flow of quality information in all sectors. In the age of knowledge revolution and globalisation no country can even afford to miss this opportunity that is coming on our way as a result of democratisation of knowledge, which if not harnessed properly can lead to irreversible consequences. The abundance of old and new knowledge is more challenging as compared to that of deficit of knowledge because of unchecked constant bombarding of knowledge amongst us through plenty of information channels. The common man is in great dilemma as he is unable to decide as what is useful! We are now in process of formation of knowledge cocoons surrounding ourselves. Inside these cocoons we are left with no option other than to converge all media and sharpen our edges to rupture the cocoon and come out of it to see the world and respond to it differently; that would mark the beginning of sustainable knowledge generation, delivery and utility system. Booming radio/TV channels, films and other media are flooded with lots of science information in their own way. Folk arts are still prevailing in rural areas causing remarkable changes in village life. Web media is becoming popular in general public; browsing centres are growing in nooks and corners of streets and even in villages for communication, entertainment and getting medical and marketing details. Innumerable books, journals, newspapers and other printed products are adding to revolutionize the way a common man gets information. Convergence is not only related to technology, it is also a concept of combining various systems, processes and actions for multiple objectives with impact of technology and a quantum leap towards mature knowledge society. The conventional and new media crossroad when embraces grassroot audience and media corporate, the dynamics between media producers and media consumers changes. It also induces changes within cultural, social, economical and industrial arena that necessitates the audience to seek more knowledge and therefore more emphasis is needed on quality of contents, presentation and packaging. The proliferation of information resources is to be transformed into utility oriented marketable products that will promote knowledge economy. The world has now entered into an era of convergence culture and we need to take steps to converge all the media to take advantage of it for developing a science oriented society. The NSCC-2008 is going to redefine scope of media convergence in the age of knowledge revolution for harnessing the immense potential offered for S&T communication. The issues amongst others emerging out of this area of unpredictable possibilities will be addressed, such as: the balance between knowledge abundance and knowledge deficit; knowledge creation vs knowledge handling; open access of science research and knowledge marketing; quality of contents and quality of packaging; problems of getting desired information with solutions; studies on converging bilateral, trilateral or multilateral media for effective S&T communication; the other side of media convergence; the problems and prospects of knowledge revolution; role of institutional convergence; converging networks, methods, processes, practices, professions for S&T communication; and alike.

Objectives :

- i) To encourage discussion and interaction on issues and aspects concerning S&T communication.
- ii) To bring science communicators, scientists, technologists, journalists, academicians together.
- iii) To offer budding S&T communicators a wider exposure and enable them to express their views/ ideas.
- iv) To address various issues vital to promotion of science and technology communication.
- v) To explore and share newer tools, ways, means for better target specific S&T communication.
- vi) To provide a forum for young and experienced researchers and practitioners of S&T communication.

Sub Themes : There will be 5 Scientific Sessions on the following sub themes :

- i) **Understanding Media Convergence :** The session introduces, defines and explores various concepts, determines various facets, aspects, and sub-sets for convergence of different mass media.
- ii) **Understanding Knowledge Revolution :** The session finds out as what benefits can we expect for S&T communication in the age of knowledge proliferation with pedagogical aspects, methods and models.
- iii) **Converging Media and Knowledge Ecosystems :** The session discovers role of software materials, institutions, scientists, technologists, media houses, and science museums with case studies.
- iv) **Human Capital in Knowledge Society :** The session examines role of science communicators, young science enthusiasts with training opportunities, science literacy, S&T temper, and scientific wisdom.
- v) **Knowledge Economy and Knowledge Marketing :** The session deals with issues of content development, knowledge processing and retrieval systems, packaging and delivery mechanisms, including knowledge-media interaction, effective methodologies and best practices.

NSCC Format : The technical sessions will have presentation of contributory research papers, review papers, survey analyses, case studies, and invited talks. Discussions in split groups would offer close exchange of thoughts and ideas. Deliberations will be in English, Hindi, and Tamil. A sub-theme cannot be the title of a paper/ presentation; select a narrower topic under a sub theme and design your research study around it. Papers must be prepared in standard research paper format, i.e. title of paper, name(s) and address of author(s), abstract, key words, introduction, objectives, methodology, observations, discussion, analysis, inferences, conclusions, recommendations, references, along with illustrations, graphics, photos including captions. In addition to scientific sessions and split groups, there would be two workshops and an open ended roundtable. One workshop would be for young researchers/ students; whereas the other would highlight global perspectives in S&T Communication.

Who can Participate : Researchers and practitioners of S&T communication, i.e. scientists, technologists, academicians, writers, journalists, editors, scholars and faculty members of journalism, public relation and information officers of scientific organizations, representatives of media organizations, newspapers, magazines, science cells of AIR/ TV channels, science activists from NGOs; and senior government officials/ policy makers.

Travel Fellowship : Limited number of travel fellowships are available for selected/ invited delegates from India. International delegates will make their own travel arrangements; the organizers could offer free stay and meals. Best paper/ presentation awards would be given in junior and senior categories based on independent evaluation.

Registration/ Submission of Paper/ Abstract : Last Date - November 15, 2008. Selected applicants would be invited for presentation. *Indian Journal of Science Communication* <www.iscos.org> would publish selected papers.

Exhibition of Popular S&T Publications and Information Products : The exhibition is being organized at the venue; please bring/ send your publications, articles, books, magazines, Cds, kits and software materials for display.

Weather : Temperature in Chennai would be pleasant in December; woolens not required.

Addresses for Communication :

Dr. P. Iyamperumal

Secretariat, NSCC-2008

Executive Director, Tamil Nadu Science and Technology Centre

Gandhi Manadapam Road, Guindy, Chennai - 600025 (Tamil Nadu), India

Phone : +91-044-24918787; Mobile : +91-9840014412; +91-9444991415

Email : tnstc@md5.vsnl.net.in; mtsacademy@yahoo.co.in; iswacom@hotmail.com

Website : www.mtsacademy.com; www.iswaindia.com

Dr. Manoj Patariya

Convener, NSCC-2008

Director/ Scientist 'F', National Council for Science & Technology Communication

Technology Bhavan, New Mehrauli Road, New Delhi – 110016, India

Phone : +91-11-26537976, 26590238; Fax : +91-11-26866675

Email : mkp@nic.in; manojpatariya@yahoo.com; Website : www.dst.gov.in; www.iscos.org

National Council for Science & Technology Communication (NCSTC/DST)
Indian Science Writers' Association (ISWA)
Tamil Nadu Science & Technology Centre (TNSTC)
MTS Academy (MTS)

The 8th National Science Communication Congress (NSCC-2008)
Media Convergence & Knowledge Revolution

December 10-14, 2008

Science City Auditorium, Tamil Nadu Science & Technology Centre
Gandhi Manadapam Road, Guindy, Chennai-600025 (Tamil Nadu), India

PRELIMINARY PROGRAMME *

DECEMBER 10 WEDNESDAY

02:30-06:00 PM ARRIVAL OF DELEGATES/ REGISTRATION/ TEA/ COFFEE
07:00-10:00 PM RECEPTION/ EVENING TALK/ NETWORKING/ DINNER

DECEMBER 11 THURSDAY

09:00-10:00 AM INTERACTION/ TEA/ COFFEE
10:00-11:30 AM **INAUGURAL FUNCTION**
11:30-12:00 NOON TEA/ COFFEE
12:00-01:30 PM **SCIENTIFIC SESSION I**
Understanding Media Convergence
01:30-02:30 PM LUNCH
02:30-04:00 PM **SCIENTIFIC SESSION II**
Understanding Knowledge Revolution
04:00-04:30 PM TEA/ COFFEE
04:30-06:00 PM **SCIENTIFIC SESSION III**
Converging Media & Knowledge Ecosystems
06:00-06:30 PM TEA/ COFFEE
07:00-10:00 PM EVENING TALK/ CULTURAL PROGRAMME/ DINNER

DECEMBER 12 FRIDAY

09:00-10:00 AM **POSTER SESSION I**
TEA/ COFFEE
10:00-11:30 AM **SCIENTIFIC SESSION IV**
Human Capital in Knowledge Society
11:30-12:00 NOON TEA/ COFFEE
12:00-01:30 PM **SCIENTIFIC SESSION V**
Knowledge Economy and Knowledge Marketing
01:30-02:30 PM LUNCH
02:30-04:00 PM **DISCUSSION IN SPLIT GROUPS (5 Parallel Groups)**
04:00-04:30 PM TEA/ COFFEE/ END OF PROGRAMME
04:30-06:00 PM **WORKSHOP I**
How to Prepare a Research Paper
06:00-06:30 PM TEA/ COFFEE
07:00-10:00 PM EVENING TALK/ CONFERENCE DINNER

DECEMBER 13 SATURDAY

09:00-10:00 AM **POSTER SESSION II**
TEA/ COFFEE
10:00-11:30 AM **PRESENTATIONS BY YOUNG RESEARCHERS/ STUDENTS (2 Parallel Sessions)**
11:30-12:00 NOON TEA/ COFFEE
12:00-01:30 PM **WORKSHOP II**
Global Perspectives in S&T Communication
01:30-02:30 PM LUNCH
02:30-03:30 PM **ROUND TABLE DISCUSSION/ CONCLUSIONS/ RESOLUTIONS**
03:30-05:00 PM **VALEDICTORY FUNCTION**
05:00-05:30 PM TEA/ COFFEE
05:30-06:30 PM **AGM ISWA**
07:00-10:00 PM EVENING TALK/ NETWORKING/ DINNER

DECEMBER 14 SUNDAY

FIELD VISIT/ END OF PROGRAMME

**Minute-to-minute programme for inaugural and valedictory functions as well as technical sessions/ workshops to be given with conference kit.*

National Council for Science & Technology Communication (NCSTC/DST)
Indian Science Writers' Association (ISWA)
Tamil Nadu Science & Technology Centre (TNSTC)
MTS Academy (MTS)

The 8th National Science Communication Congress (NSCC-2008)
Media Convergence & Knowledge Revolution

December 10-14, 2008

Science City Auditorium, Tamil Nadu Science & Technology Centre
Gandhi Manadapam Road, Guindy, Chennai-600025 (Tamil Nadu), India

Registration Form

- 1. Name of the Delegate** :
- 2. Postal Address** :
- 3. Contact**
- Phone :
- Fax :
- Mobile :
- E-mail/ Website :
- 4. Profession/ Affiliation** :
- 5. Abstract/ Paper/ Poster**
- Title of Paper/ Presentation/ Poster :
- Session/ Sub Theme :
- Special Requirements for Presentation, if any :
- 6. Travel**
- Travel Support : Not/ Required
- Arrival Date & Time :
- Arrival Train/ Flight No. :
- Departure Date & Time :
- Departure Train/ Flight No. :
- 7. Accommodation** : Not/ Required
- 8. Space for Display in Exhibition** :
- 9. Any Other Information** :

Date

Signature

Please send the filled in Registration Form along with Bio-data and Abstract/ Paper/ Topic to :

Dr. P. Iyamperumal

Secretariat, NSCC-2008

Executive Director, Tamil Nadu Science and Technology Centre

Gandhi Manadapam Road, Guindy, Chennai - 600025 (Tamil Nadu), India

Phone : +91-044-24918787; Mobile : +91-9840014412; +91-9444991415

Email : tnstc@md5.vsnl.net.in; mtsacademy@yahoo.co.in; iswacom@hotmail.com

Website : www.mtsacademy.com; www.iswaindia.com

Dr. Manoj Patariya

Convener, NSCC-2008

Director/ Scientist 'F', National Council for Science & Technology Communication

Technology Bhavan, New Mehrauli Road, New Delhi – 110016, India

Phone : +91-11-26537976, 26590238; Fax : +91-11-26866675

Email : mkp@nic.in; manojpatariya@yahoo.com; Website : www.dst.gov.in; www.iscos.org