

**The 11<sup>th</sup> International Conference on Public Communication of Science & Technology (PCST-2010)**  
***Science Communication Without Frontiers***

*NASC Complex, Todapur, DPS Road, Pusa, New Delhi-110012, India; December 06-10, 2010*

being organized by

**International Network on Public Communication of Science & Technology (PCST-Network)**

**National Council for Science & Technology Communication (NCSTC/ DST)**

**Madhya Pradesh Council of Science & Technology (MPCOST)**

**International Centre for Science Communication (ICSC)**

**Indian Science Communication Society (ISCOS)**

**Indian Science Writers' Association (ISWA)**

*<www.pcst-2010.org>*

Public Communication of Science & Technology (PCST) is important for the economic and social wellbeing of society and for the exercise of participatory democracy. It implies the ability to respond to technical issues and problems that pervade our daily lives. It does not mean detailed knowledge of scientific principles, phenomena or technologies, but rather an appreciation of the way science works and how the community can interact with science to help shape its work. New technologies and new media can trigger and sustain public interest in S&T, allowing a dialogue to developing and preparing the people for change.

The 11<sup>th</sup> PCST Conference will deliberate on both practical and theoretical aspects of science communication, in a globalised world with major inequalities and development challenges. Science communication practitioners and analysts from all continents will compare experiences and perspectives on science-based issues of today and tomorrow.

India, one of the most emerging economies, is uniquely positioned to host a discussion on the role of science in modern society. Poised between modern and developing nations, India represents the future: a world where everything is under challenge including the old frontiers.

**Objectives :**

The aim of 11<sup>th</sup> PCST-2010 is to consider new ways of thinking about science communication, and new ways of putting the best ideas into practice, models, tools, policy matters and social factors involved in public communication of science and technology. In the footsteps of previous conferences in Malmo/Copenhagen (2008), Seoul (2006), Barcelona (2004), Cape Town (2002) and before, the Conference will provide an opportunity for the presentation and open discussion of all kinds of ideas, experiences and works related to science communication, popularisation and literacy.

**Focal Theme and Sub Themes :** The focal theme of the conference is 'Science Communication Without Frontiers'. Five Scientific Sessions with the following sub-themes will be organized :

**1. A Critical Review of Science Communication in the World**

Science communication has different functions in industrialized and developing countries. What are some of the new national approaches being taken in different countries, and how do they compare?

**2. Science Communication Studies & Research**

This session focuses on practical aspects linking the theory of science communication to practice, including novel and innovative practices, techniques and models of science communication, besides teaching science engagement to scientists and communicators.

**3. Role of Science Centres & Science Museums**

Case studies and success stories on various aspects of science centres and museums. It will include discussions on science cities, mobile and fixed science exhibitions, science circus, science cafe and planetariums, etc.

#### **4. Science Communication through Mass Media**

The session discusses on S&T coverage in mass media, including new media approaches. How can media be employed to promote societal dialogue rather than one way dissemination in a media society?

#### **5. Globalizing & Localizing Science Communication**

The session examines the global issues with local significance and vice versa, while focussing on networking efforts at global, regional and local levels to encourage flow of contents, policies, methods and practices in science communication and their institutionalization.

**Special Features :** In order to enrich the conference and take optimum advantage of it, following additional features are being planned as part of the Conference :

- a) International Exhibition of Popular S&T Information Products & Publications at the conference venue
- b) Seminar “Towards a Scientifically Aware & Attitudinally Rational World” will focus on critically engaging with science, where science and scientific temper play a role in managing conflicts, crises and uncertainties. The studies covering public attitudes, cross-cultural mapping of public engagement of science and deriving indicators for PCST related aspects will form part of deliberations. This Pre-conference seminar will take place at Khajuraho (Madhya Pradesh) during December 04-05, 2010. The visits of Stone Carving World Heritage at Khajuraho and Panna Tiger Reserve could be yet another point of attraction.
- c) Workshop “Training on Science Communication” will offer practical and hands-on experience to scientists, communicators, journalists, teachers and students, etc., to fine tune their skills and abilities in PCST. The Post-conference workshop is being planned at Jaipur (Rajasthan) during December 10-11, 2010. A Heritage Visit of the Pink City, Jaipur and Taj Mahal World Heritage would be an added feature.
- d) During the conference, discussions, workshops, and round tables will be organized on specific issues and aspects, besides a dedicated session for young researchers and students.
- e) Interactive Hands-on Science activities during the conference.
- f) Encouraging delegates to visit to experience India’s cultural heritage; folk performances; Indian spicy food recipes and many more.

#### **Call for Proposals :**

The PCST Network, founded in 1989, aims at promoting public communication of science and technology, encouraging discussion on PCST related issues, and linking practices and theories in varied cultures and countries. The proposals for the 11<sup>th</sup> PCST 2010 Conference are welcome from individuals, or from groups who wish to propose a joint session. They may cover any of the following aspects of science communication:

- Public engagement strategies;
- Media representations;
- New media challenges and opportunities;
- Theories and models of science communication;
- Evaluation of public engagement initiatives;
- Public literacy and understanding; and
- Informal learning.

Proposals may be put forward for several forms of presentation, such as a paper that outlines research results, offers substantive theoretical reflection or proposes or evaluates practical initiatives. It may also be a proposal for a seminar on research or theory with details of participants and the topics; a workshop that explores and demonstrates practical techniques; an argument that could be included in a round-table debate; a poster that graphically summarises work-in-progress. Members of the PCST Scientific Committee will review the submitted proposals. Special consideration will be given to proposals that link theory and practice, incorporate different disciplines, explore cross-cultural dimensions of science communication and encourage discussions. The proposal template can be downloaded from the website.

**Conference Format :** The scientific sessions will have presentation of contributory research papers, review papers, survey analyses, case studies, experiments' reports, including workshops/ training courses/ lectures by delegates. If necessary, parallel sessions will be organized. Discussions in split groups would offer close exchange of thoughts and ideas. Deliberations will be in English. 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 should 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, and photographs with captions. There would be two poster sessions, workshops and open-ended roundtable.

**Who can Participate :** The conference is designed for the participants from all possible interest groups including policy bodies, government agencies, universities, media houses, science and technology institutions, research and development organizations, learned and professional societies, etc. It may attract researchers, teachers and practitioners of PCST movement i.e. scientists, technologists, academicians, science teachers, writers, science communicators, journalists, editors, research scholars, science students and faculty members of journalism, public relations and information officers of scientific organizations, science museums and science centres, representatives of media organizations, newspapers, magazines, science producers of radio/ TV channels, science activists from NGOs; and government officials, policy makers.

**How to Reach New Delhi :** New Delhi, the capital of India, is one of the most vibrant and metropolitan cities and serves as a commercial, academic, scientific and cultural hub in the northern India. New Delhi is well connected by Air, Rail and Road from all major cities in India. It is also on air route of all major international airlines. For information : [www.incredibleindia.org](http://www.incredibleindia.org); [www.theashokgroup.com](http://www.theashokgroup.com); [www.delhitourism.com](http://www.delhitourism.com); [www.iretc.co.in](http://www.iretc.co.in); [www.airindia.com](http://www.airindia.com)

**Weather :** Weather would be pleasant in December in India. Temperature in New Delhi would be around 10-20 Degree Celsius. Sufficient woollens are recommended.

**Travel Fellowship :** There is some provision of travel fellowships for Indian delegates. International delegates will make their own travel arrangements, except specially invited speakers. The organizers may consider providing local hospitality, i.e. stay, meals, local transport, etc., for some selected foreign delegates. Information on travel fellowships for the delegates from developing countries will be available later on the website in case there is a possibility.

**Registration/ Submission of Abstract/ Paper/ Poster/ Lecture/ Workshop Proposal :**

Last Date for Submission of Proposals (500 Words)	:	August 31, 2010
Last Date for Application for Travel Fellowship	:	August 31, 2010
Intimation of acceptance of Abstracts/ Proposals	:	September 30, 2010
Last Date for Early Bird Registration	:	September 30, 2010
Last Date for Submission of Full Paper	:	October 31, 2010
Last Date for Registration	:	October 31, 2010

*(Late registration and submission of abstract/ paper may be accepted depending upon space availability)*

**Registration Fee (includes conference kit, pre, main and post events, meals, receptions):**

International Delegate	:	US\$ 500 (Student : US\$ 250)
Early Bird Registration	:	US\$ 400 (Student : US\$ 200)
South Asia Regional Delegate	:	US\$ 400 (Student : US\$ 200)
Indian Delegate	:	Rs. 5000 (Student : Rs. 2000)

**Proceedings :** All accepted papers will be published in the conference proceedings. Selected papers may be considered for publication in the *Indian Journal of Science Communication* <[www.iscos.org](http://www.iscos.org)>.

**Exhibition of Popular S&T Information Products and Publications :** The exhibition will be showcasing various publications, journals, books and hands-on experiments from across the world. Please bring/ send your publications, articles, books, magazines, CDs, kits, software materials and hands-on science experiments for display.

More information is available at Conference Website <[www.pcst-2010.org](http://www.pcst-2010.org)>. Contact for further details, if any :

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**Pre Conference Seminar  
Towards a Scientifically Aware & Attitudinally Rational World  
&**

Visit to Stone Carvings and Panna Tiger Reserve  
December 04-05, 2010, Khajuraho (M.P.)

**Tentative Programme**

**December 04 Saturday**

09:00 AM-10:00 AM	Registration/ Interaction/ Tea/ Coffee
10:00 AM-11:30 AM	Inaugural Function
11:30 AM-12:00 Noon	Tea/ Coffee
12:00 Noon-01:30 PM	Scientific Session I <b>Scientific Temper : From Science Making to Sense Making</b>
01:30 PM-02:30 PM	Lunch
02:30 PM-04:00 PM	Scientific Session II <b>Investigative Science Journalism &amp; People's Empowerment</b>
04:00 PM-04:30 PM	Tea/ Coffee
04:30 PM-06:00 PM	Visit to Stone Carving World Heritage Khajuraho
06:00 PM-08:00 PM	Light & Sound Programme, Khajuraho
08:00 PM-09:00 PM	Dinner

**December 05 Sunday**

05:00 AM-09:00 AM	Visit to Panna Tiger Reserve
09:00 AM-10:00 AM	Breakfast
10:00 AM-11:30 AM	Scientific Session III <b>Balancing Between Knowledge Deficit &amp; Knowledge Abundance</b>
11:30 AM-12:00 Noon	Tea/ Coffee
12:00 Noon-01:30 PM	Scientific Session IV <b>Science for All : Quest for Overall Excellence</b>
01:30 PM-02:30 PM	Lunch
02:30 PM-04:00 PM	Valedictory Function

**Important Information**

Distance between New Delhi and Khajuraho : 600 Kilometer

**By Train**

U.P. Sampark Kranti Express Train No. 2448/ 2447A  
Mahakoshal Express Train No. 2190/ 2189 (via Mahoba)  
Indian Railways ([www.irctc.co.in](http://www.irctc.co.in))

**By Air**

Air India ([www.airindia.com](http://www.airindia.com))

**Main Conference**  
**The 11<sup>th</sup> International Conference on Public Communication of Science & Technology (PCST-2010)**  
***Science Communication Without Frontiers***

Venue: NASC Complex, Todapur, DPS Road, Pusa, New Delhi-110012, India  
December 06-10, 2010

**Tentative Programme**

**December 06 Monday**

Afternoon Registration/ Interaction/ Tea/ Coffee  
Meeting of the PCST Scientific Committee (Members only)  
06:00 PM–09:00 PM Introductory Talk/ Cultural Show/ Networking/ Welcome Reception

**December 07 Tuesday**

09:00 AM-10:00 AM Registration/ Interaction/ Tea/ Coffee  
10:00 AM-11:30 AM Inaugural Function  
11:30 AM-12:00 Noon Tea/ Coffee  
12:00 Noon-01:30 PM Scientific Session I Parallel Sessions  
**A Critical Review of Science Communication in the World**  
01:30 PM-02:30 PM Lunch  
02:30 PM-04:00 PM Scientific Session II Parallel Sessions  
**Science Communication Studies & Research**  
04:00 PM–04:30 PM Tea/ Coffee  
04:30 PM-06:00 PM Scientific Session III Parallel Sessions  
**Role of Science Centres & Science Museums**  
06:00 PM-09:00 PM Evening Talk/ Cultural Show/ Networking/ Dinner

**December 08 Wednesday**

09:00 AM-10:00 AM Poster Session I (Posters to be posted all the Time)  
10:00 AM–11:30 AM Plenary Session I  
**Communicating Science with Policy Makers**  
11:30 AM–12:00 Noon Tea/ Coffee  
12:00 Noon–01.30 PM Scientific Session IV Parallel Sessions  
**Science Communication through Mass Media**  
01:30 PM–02.30 PM Lunch  
02:30 PM–04:00 PM Scientific Session V Parallel Sessions  
**Globalizing & Localizing Science Communication**  
04:00 PM–04:30 PM Tea/ Coffee  
04:30 PM-06:00 PM Sponsored Workshops/ Thematic Sessions/ Roundtable Discussions/ Seminars  
**Policy Making in Science Communication**  
Coordinator : CRISP, China  
**European Trends in Science Communication**  
Coordinator : Michel Claessens, European Commission, Belgium  
**Uses of Drama as a Teaching Strategy**  
Coordinator : Richard Pinner, University of Derby, U.K.  
**Science Communication for Persons with Special Needs**  
Coordinator : Maria Ines Nogueira, University of Sao Paulo, Brazil  
**Comparing National Strategies for Science Communication**  
Coordinator : Karen Bultitude, University of the West of England, U.K.

**Special Session for Young Researchers/ Students**

Coordinator : A.K. Sharma, Lucknow University, India

**Development of the Public Communication of S&T Studies: A Comparative Approach**

Coordinator : Bernard Schiele, University of Quebec, Montreal, Canada

**Science Communication as Science Critique**

06:00 PM-09:00 PM Evening Talk/ Cultural Show/ Networking/ Conference Dinner

**December 09 Thursday**

09:00 AM-10:00 AM Poster Session II (Posters to be posted all the Time)

10:00 AM-11:30 AM Plenary Session II

**Future Challenges for Science Communication**

11:30 AM-12:00 Noon Tea/ Coffee

12:00 Noon-01:30 PM Split Group Discussion

01:30 PM-02:30 PM Lunch

02:30 PM-04:00 PM Valedictory Function

04:00 PM-04:30 PM Tea/ Coffee

04:30 PM-06:00 PM Meeting of PCST Scientific Committee (Members only)

06:00 PM-09:00 PM Evening Talk/ Cultural Show/ Networking/ Dinner

*\*\*Minute-to-Minute Programme for Inaugural and Valedictory Functions as well as Scientific Sessions/ Workshops would be available on Conference Website and with Conference Kit.*

## **Post Conference Workshop on Science Communication at Jaipur**

**&**

### **Golden Triangle Visit**

Delhi-Jaipur-Agra-Delhi

**by Volvo Bus**

#### **December 10 Friday**

05:00 AM	Depart from Delhi to Jaipur
07:30 AM-08:00 AM	Breakfast at Midway Bahroad
10.00 AM	Arrive at Jaipur
	Workshop on Science Communication <b>Bringing Scientists &amp; Media Together for Better Science Communication</b>
10:00 AM-11:30 AM	Workshop Part I <b>Training Scientists to Understand Media</b>
11:30 AM-12 Noon	Tea/ Coffee
12:00 Noon-01:30 PM	Workshop Part II <b>Training Media to Understand Scientists</b>
01:30 PM-02:00 PM	Lunch
02:30 PM-03:30 PM	Visit to Amer Fort
03:30 PM-04:00 PM	Tea/ Coffee at Jal Mahal
04:00 PM-05:00 PM	Visit to City Palace
05:00 PM-05:30 PM	Visit to Jantar Mantar World Heritage
06:00 PM-09:00 PM	Visit and Dinner at Chhokhi Dhani Ethnic Village Stay at Jaipur

#### **December 11 Saturday**

05:00 AM	Depart from Jaipur to Agra
08:00 AM-08:30 AM	Breakfast at Sevar
09:00 AM-10:00 AM	Visit to Ghana Bird Sanctuary
11:00 AM	Arrive at Agra
11:30 AM-01:30 PM	Visit to Taj Mahal World Heritage
01:30 PM-02:00 PM	Lunch
02:30 PM	Depart to Delhi
07:30 PM	Arrive in Delhi
	<b>End of Programme</b>

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*NASC Complex, Todapur, DPS Road, Pusa, New Delhi-110012, India; December 06-10, 2010*

**Registration Form**

**1. Name of the Delegate**

Family name :  
First name :

**2. Postal Address**

Zip Code/ Pin Code :  
City :  
Country :

**3. Contact**

Phone/ Mobile/ Fax :  
E-mail :  
Verify E-mail :  
Website :

**4. Profession/ Affiliation/ Institution**

:

**5. Contribution (if presenting)**

Paper/ Poster/ Workshop/ Discussion/ Seminar :  
Title/ Topic of Abstract :  
Session/ Sub Theme :  
Special Requirements for Presentation, if any :

**8. Space for Display in Exhibition**

:

Not/ Required

**9. Registration Fee (please refer Announcement)**

Amount :  
Delegate Category :  
Mode of Payment :

Online/ Cheque/ Cash

*(Cheque may be issued in favour of "Indian Science Communication Society (ISCOS)" and be remitted to the PCST-2010 Secretariat at the address given below by First Class Courier/ Speed Post)*

**10. Fellowship**

Travel Support :  
Accommodation :  
Local Transport :  
Justification :

Not/ Required

Not/ Required

Not/ Required

**9. Travel Plan**

Arrival Date & Time :  
Arrival Train/ Flight No. :  
Departure Date & Time :  
Departure Train/ Flight No. :

**10. Participation**

:

Pre Conference

:

Main Conference

:

Post Conference

:

Visit(s)

:

Conference Dinner

Date

Signature

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*Copies of this form can also be used for submissions by postal/ courier services. Please send filled in Registration Form along with Registration Fee, Bio-data, Abstract/ Paper/ Poster/ Seminar/ Workshop Proposal to :*

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