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The Miscommunication of Science

The communication of science to the public is a large enterprise, consisting of press releases and conferences, journalism as practised in the print and electronic media, and books and documentaries. The way science is communicated shapes public understanding of science, which in turn determines public support for science. My experience as a journalist and writer has exposed me to shortfalls in all areas of science communication. Specifically, much of the problem is in the language that is used to communicate science, both in the press releases from institutions and in the journalism that is published in print and electronic media. This talk describes the ways in which problems arise in the communication of science and how it can be improved.



Hari Pulakkat

Science Journalist

Hari Pulakkat is a science journalist and writer based in Bangalore, with nearly three decades of experience in covering science and technology from an Indian point of view. He has worked primarily for two publications, Businessworld and The Economic Times. He writes about how science and technology shapes the Indian economy and society, and on how major global trends in science shape India's future. He is now the editor of Shaastra, a new science and technology magazine from IIT Madras. In 2020, he was the winner of the Indira Gandhi Prize for Science Popularisation. His first book, Space Life Matter, was published by Hachette in 2021.

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