*Invention to Innovation Summit- Punjab   
Date: march 7th 2018, from 1400 – 1600 hours*

**Workshop on Science Communication: Building Media Relationship for Science Popularization**

Science and technology plays a major role in most aspects of our daily lives both at home and at work. It affects many, if not most, policy issues of national and international importance. Science, Technology and Innovations are intricately linked to societal needs and the nation’s economy in every area especially in transportation, communication, agriculture, education, environment, health, defense, and jobs. Everybody, therefore, needs some understanding of science, its accomplishments and its limitations. Understanding includes not just the facts of science, but also the method and its limitations as well as an appreciation of the practical and social implications.

It is identified that due to lack of interest of scientific knowledge and its slow propagation and penetration amongst larger number of population in Pakistan; people are unable to know the advancements in science and technology (S&T) sector happening at rapid pace. The more alarming fact is that science interest is fizzling out more.

The need has never been greater for more effective science communication specifically designed to help the public and policy makers comprehend important issues involving science and technology. Without a clear understanding of the science involved, it is impossible for citizens to engage in meaningful thought, debate, or actions regarding some of the most pressing, controversial, and consequential matters facing society.

There is a gap of trained journalists who are effective science communicators, and part of this gap has been filled with pseudoscientific experts able to reach the audiences through websites, blogs, and other social media. What is needed is to train the next generation of scientists, journalists to become better science communicators and to create a culture where they are supported and rewarded for effectively communicating with the public.

**Objective**

Orientation to science communication in broader context. This Session is designed to equip participants with core knowledge required to plan, implement and evaluate Science Communication activities in order to make complex science accessible to general public.

**Session Details**

Session Title Workshop on Science Communication: Building Media Relationship for

Science Popularization

Session Organizer Technology Times in collaboration with Khwarizmi Science Society

Guest of Honor Dr. Saadat Anwar Siddiqi

President and Founder Khwarizmi Science Society.

Invited Speakers Dr. Sabieh Anwar Joint Secretary

Khwarizmi Science Society

Sayyed Paras Ali

Editor, Weekly Technology Times

Ms. Shahla Adnan

Lecturer

Communication and Media Studies Department

Fatima Jinnah Women University

Mr. Shahzada Irfan

Journalist

The News International

**Session 1**

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| **02:00 – 04:00 PM** | **Wednesday March 7th 2018** |
| 02:00 – 02:05 | Tilawat-e-Quran Majeed |
| 02:05 – 02:10 | Welcome address by **Director of Communication Studies department, University of Punjab Lahore.** |
| 02:10 – 02:30 | Presentation by **Shahzada Irfan on “Role of Media for Science Popularization”** |
| 02:30 – 02:50 | Presentation by **Shahla Adnan lecturer in Fatima Jinnah University Rawalpindi** **on “Agenda building role TV on S&T developments in Pakistan”** |
| 02:50 – 02:55 | **Short Video Presentation on effective Science Communication** |
| 02:55 – 03:15 | Keynote address by Dr. Sabieh Anwar Joint Secretary, Khwarizmi Science Society on “**Science Communication in World”.** |
| 03:15 – 03:55 | Lecture of Mr. Sayyed Paras Ali **CEO of Technology Times on “Mis presentation of science in Pakistani Media and how to communicate science in Pakistani media”** |
| 03:55 – 04:00 | Vote of Thanks by **Dr. Saadat Anwar Siddiqi**, President and Founder Khwarizmi Science Society. |