

# Science & Media

**Pranbihanga Borpuzari**  
**EconomicTimes.com**





## When does Science become easy to understand?

When scientific knowledge is converted into technology, things get simpler

**We live in the center, but understand in the periphery.**

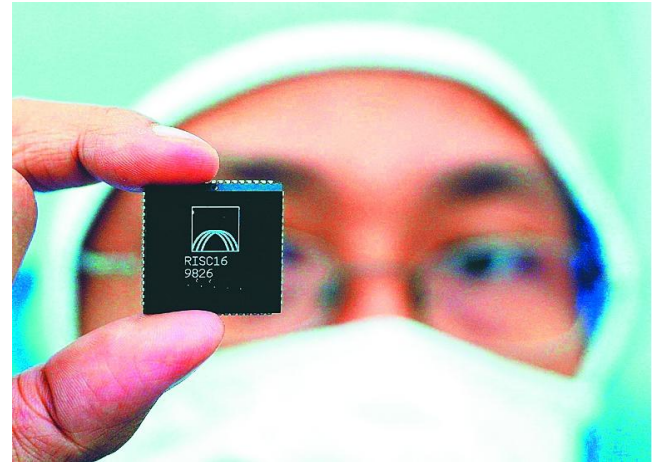
Seth Godin



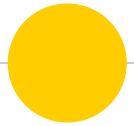
## Science Vs. Technology



Vs.



**When you understand the properties of Silicon (which is basic science) and apply it for practical purpose, you get Computer Chips.**



## The inverse is also true

Technology has also led to a number of scientific breakthroughs. For example, the Microscope.



*The crux,  
however, is that science is difficult to  
understand and technology is easier  
to comprehend*



“



*If Science is marketable and can  
lead to money, they lead to  
products.*



“

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## What does this change?

- ◉ A narrative is created
  - ◉ Communications & PR gets involved
  - ◉ The Internet is a great example
- 
- ◉ It was science at the hand of academia and researchers. It became technology once computer companies got involved.



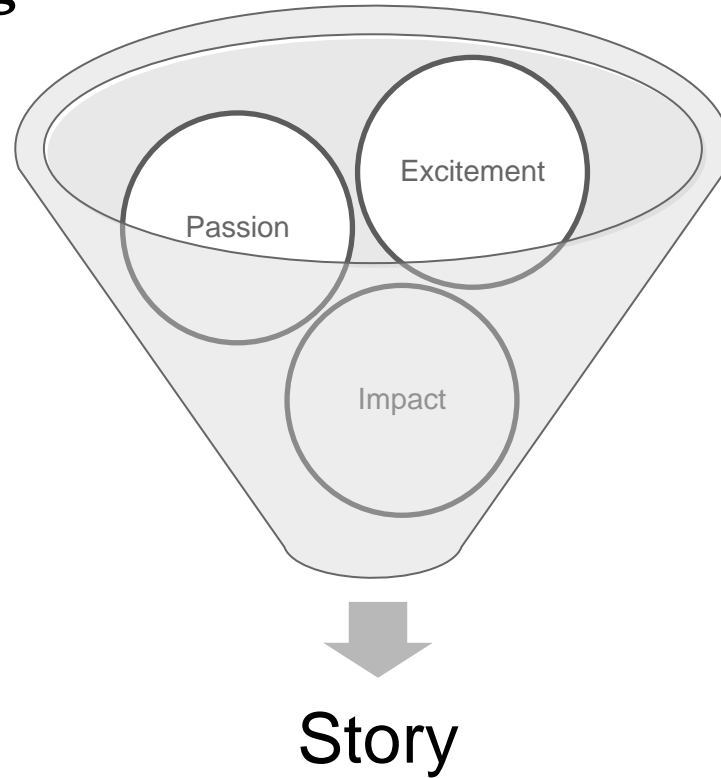
# How we decide on a story







# Storytelling





## But, what about the audience

- In the month of Feb, ET.com, the largest Business Website in India, saw about 500,000 page views for the Science section.
- This is about 0.2% of the total traffic to the site.



# Ligo India: Big science project with big benefits

By Hari Pulakkat, ET Bureau | Feb 23, 2016, 04.38 AM IST

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## Refurbished Bruker Varian

[www.ietltd.com](http://www.ietltd.com) - Certified Nmr Spectrometers, Oxford Magnets, probes & more

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The event happened last September as a gentle nudge to the measuring instruments, but resulted in a severe jolt to the quiet world of gravitational physics. Two black holes 1.3 billion light years away ate each other, emitting in a fraction of a second the energy equivalent to three solar masses. This energy travelled across space as a [gravitational wave](#) for 1.3 billion years and brought two points on a detector closer by



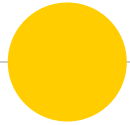
*The project of Ligo India will not just help a new generation of physicists, but it will also bring precision engineering to the Indian industry.*

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# How do we make it simple?

Break the highly theoretical and obscure into something understandable.



# What, Why & How

What is it that we talking about?

Why is it important to me?

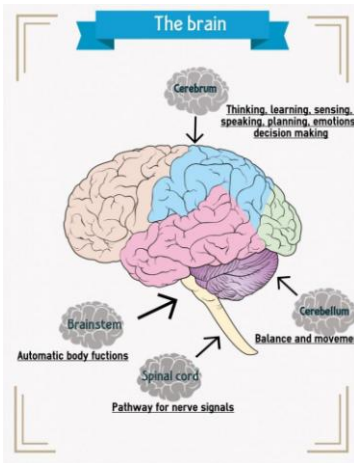
How is it different from what we have today?





## Most Important

Infographics & Videos help





## How it can be made better?

- ◉ **Get the aspect of critical review.**
- ◉ **Get experts to write.** It's easy to review a phone, but same is not true for a research paper on a molecule.



# The Future



Space



Genome





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# Thanks!

A short, thick yellow vertical bar positioned below the word 'Thanks!'.



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