INTRODUCTION

The source for popular science information is mostly found in magazines, newspapers, some of the popular science websites, print media, science channels like discovery, animal planet etc. The not so popular scientific information that comes directly from researchers is not so common and it does not cover sources as stated above. The broader aspects of scientific knowledge if not the complete detailed research, should be available to common readers for their understanding. The scholarly journal is meant for a specific audience and is read by the scholars, theses facilitators, scientists, professors, examiners etc. Because of this, the overall knowledge base of a community as a whole tends to remain at a relatively low level. In a world where knowledge is building up at an exponential rate, this can be thought of as a serious concern. Many facts cannot be estimated or understood completely because they are not discussed, or people ignore them because much of it exceeds their understanding. A typical reader is interested in reading what he is able to understand. This is so because ultimately the motivating force for reading in the common group of people is not “knowledge for the sake of knowledge,” but, directly or indirectly, the benefits of reading get built up on the person as a whole. He would prefer to avoid reading complex material than spend unnecessary time in understanding it.

For example, popular science from internet, cover information like a silkworm moth has eleven brains; apart from humans the only animal that cries is the elephant each domestic cow emits about 105 pounds of methane a year; liver is the only organ in the human body that can be partially removed and donated because of its ability to re-grow over several months, and so forth. ((referred from google site, wikipedia etc.).

Similarly, the information ‘In India sheep breeds are mostly raised for meat production rather than wool. Shepherds income is directly related to the number of lambs produced by each ewe (ewe - A female sheep, especially when full grown.). The productive gene
FecB from the only productive Indian breed, Garole, was introduced into the Deccani breed of Maharashtra using a direct DNA test for detection of the gene. The project has demonstrated that ewes carrying the FecB gene produce about 5 extra lambs per 10 ewes compared to ewes that do not have the FecB gene, is briefed from the source, ‘Improved productivity, profitability and sustainability of sheep production in Maharashtra, India, through genetically enhanced prolificacy, growth and parasite resistance’, final report, March 2010, prepared by Steve Walkden-Brown and Chanda Nimbkar, one of the co-authors Vidya Gupta, CSIR-NCL, Pune), is useful to common readers and this must also reach them.

On analysis it was found that an article on this was published in a newspaper by reporters@sakatherald.com on 20th October, 2007. The Hindu reported the award for this work in their newspaper on Sunday, Dec 21, 2008, under the main heading, ‘Shanti Swaroop awards presented’ followed by, ‘New Delhi: Prime Minister Manmohan Singh on Saturday presented the prestigious Shanti Swaroop awards to 21 young scientists from different academic and research institutions for the years 2007 and 2008’. Publicising research in the laboratory is important for the updating the knowledge of masses thus giving way to creating a certain kind of scientific temperament in the minds of the people.

It does not matter if science or mathematics is discovered by man or an art is crafted by man, it matters a lot, if the information is extracted in an organised manner for the benefit of people. The thought that available information must reach people, has put some of the best thinkers to think over centuries of time. If science has always existed and man just discovered it, it looks like science is now discovering man! It is well known that technology is a form of science and man has become fully dependent on technology. Communication is fast growing through online mediums on the Internet, like chatting, etc. that helps one to connect with unknown people. It has thus become necessary to remain updated in many of the fast growing and more useful branches of science. Communication gadgets like phones, messages, videoconferences are common but science in the lab has yet to become a common man’s tool. The research will focus on the
information available in the research publications published in journals by taking into consideration some of the research papers published by scientists from the leading Council of Scientific and Industrial Research’s (CSIR) National Chemical Laboratory (NCL), Pune. It will explore some of the published abstracts that may have a direct impact on the people in terms of knowledge and technology development.

In other words, Scientists face challenges in communicating their specialized topic to non-experts who can be termed as layman or who have expertise but in another area. More often it becomes easier for a scientist to deliver a lecture with it’s equally intellect audience but all the more difficult to follow simple rules for addressing or communicating to non science audience. Similarly, it is easier for a scientist or a research scholar to write his work and publish in journals since these are scrutinized by experts. Therefore, more often a science communicator is recruited to fill this gap. Some of the science communicators are skilled to communicate, whereas others need training.

The primary channels for non-experts are mass media, museums, science centers, activities in schools organizing science festivals and by using mediums like internet, online chats, blogs, face book, twitter etc. Though some of the researchers may feel it unimportant but many of the scientists feel it important to communicate science. (refer http://www.euroscience.org/science-communication,33521,en.html).

It is well-known that we have been progressing well in the area of science and technology. The comparison of awareness of science in the prehistoric period and its development till-date is no doubt an upward curve leading to the enhancement of science communication. Development of science and communication of science therefore go hand in hand. As we date back to pre-historic times, the stone-age era practitioners communicated with each other using stone carvings. They were found to draw designs and pictures on the stones and walls for communicating their thoughts. Some of these pictograms designed by them are still found today. The first newspaper published during that era was the Calcutta General Advertiser also known as the Hicky's Bengal Gazette written by James Augustus Hicky in the year 1780. The Bengal Journal, Calcutta Gazette,
the Madras Courier, the Oriental Magazine and the Indian Gazette are names of some of the newspapers that emerged during that time. Advancing technology has today provided us with internet, satellites, video conferencing across countries.

The study addresses the problems caused to common readers due to unavailability of scientific knowledge written in lucid form found in the scholarly journals.