



SRINIVAS UNIVERSITY
COLLEGE OF ENGINEERING &
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Srinivas Research Centre for popular science writing



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About the Research Centre:

The popular science writing in local languages gained importance after the emergence of scores of local literature in science in newspapers, weeklies, magazines and souvenirs. The most crucial thing to remember while writing popular science article is that the intended reader is not an expert. Think of the reader as a person with a good all-round education, but with no specialized knowledge and no exceptional passion for the discipline. That means readers have to find your article appealing to start reading. The next challenge for you is to maintain their interest until the very end.

The primary thing to do is to fix an attractive and catchy title. Compared with the title of a scientific paper, the popular title should be kept short. The most interesting part should be presented at the beginning of the article, and not held back until the final sentence. Otherwise the reader may give up.

The aim of a particular project may not always be obvious to a non-specialist. Help the reader by putting your own piece of work into a larger context. A broadened perspective on the subject will make it easier to understand the point of your study. Also help your readers understand what your results mean. Explain what makes them interesting and how they might be used. Details about methods are less relevant – the reader will probably not try to repeat your experiments anyway. It might be tempting to tell the reader that your study or your results are interesting. Of course, this is the opinion to be expected from every author, which makes such a statement completely unnecessary. Instead of writing "This is an interesting result" your article should show what makes the result interesting.

The disposition of a popular science article differs from that of a traditional scientific paper, at least in the hard sciences where the various sections, presenting the introduction, material and methods, results and discussion, are separated from each other. In the popular science article, the various parts are integrated instead, and you, as the author, is the one to choose the best way to communicate your message. It is your task to make the contents of the article understandable as well as interesting to a layperson.

Objectives of Srinivas Research Centre for popular science writing are

- * To find materials from internet, books and journals which are needed to be translated into local languages.
- * To verify the level of legitimacy and accuracy of the selected materials.
- * To translate the selected materials into local languages without any errors and mistakes.
- * To find newspapers, weeklies, magazines and souvenirs which are appropriate to publish the desired article and publish.

List of publications so far:-

1. “Vikram Sarabhai- Architect of Indian Space Research” in Kesari Weekly, 2016 August 05, p 8-9
2. “Indian Institute of Science – The power house of Science Research” in Kesari Weekly, 2017 April 21, p 30-32

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