

THE FOUNDATION

NATIONAL FRAMEWORK FOR YOUTH SCIENCE MEDIA RESEARCH & OUTREACH

NATIONAL CHALLENGE FRAMEWORK FOR YOUTH SCIENCE MEDIA RESEARCH AND OUTREACH

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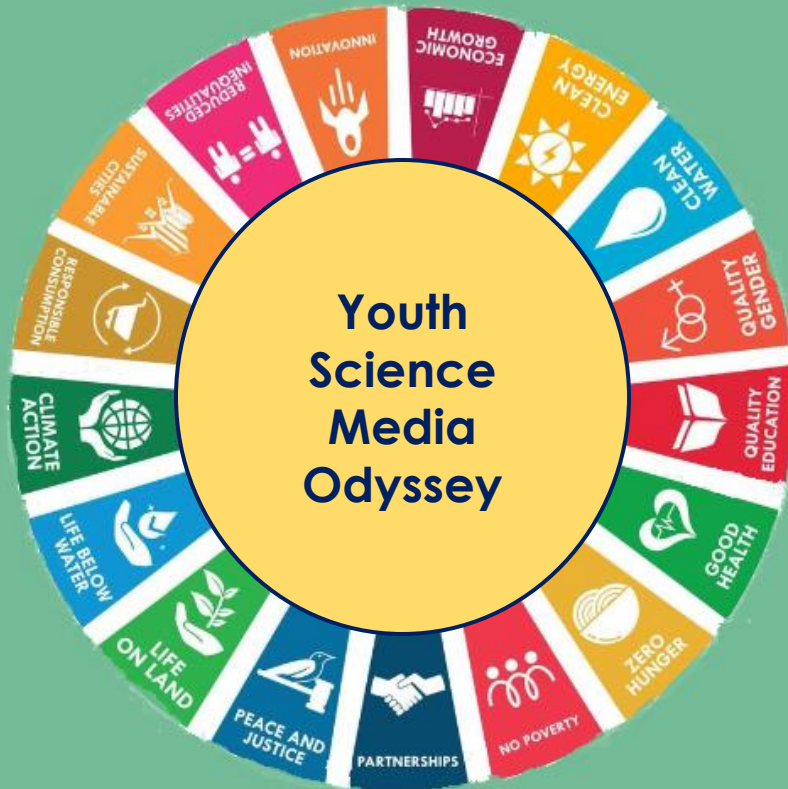
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FRAMEWORK RESEARCH & ADVISORY GROUP



Outline

- ❖ About The Framework (Fundamentals)
- ❖ Objectives
- ❖ What is expected from participants
- ❖ What is expected from –
Organizers/Promoters/Stakeholders
- ❖ Advisories
- ❖ Youth Science Media Challenge
- ❖ Interpretation Notes on The Igniters

I. Framework Fundamentals

I. About the Framework

- ❖ **Potential of Youth Science Media** to catalyse Young Change Makers
- ❖ **Guidelines** for configuring the needs for Exposure & Mentoring of Youth to trigger a culture of media expressions of their scientific understanding and solution orientation
- ❖ **Science Media Advisories** for “The Harbinger of Change” (THC) which shall be groomed under the project and would help develop the various parameters of National Challenge
- ❖ **Guidance** for creation, selection and streaming of **The Igniters: Science for sustainability** - Audio Micro-docs /podcasts/slidecasts etc. to inspire Youth Science Media towards the National Challenge
- ❖ **Prioritization of themes/topics** for Youth Science Media Challenge

- ❖ Youth science media promotion initiative is framed to scout for a broad level of understanding regarding science media in developing a national challenge to ignite the minds and identify young “Harbingers of change” (undergraduate students) across India, who have ideas and potential for presenting the various issues pertaining to **ecology, environment, climate change and sustainability** in an interesting and innovative manner and **Promoting Science Literacy and Scientific Temper amongst Youth**
- ❖ “THC Portal” is meant for mass sharing the media products and ideas generated through the initiative.

II. Objectives

Objectives

- ❖ To design and launch pan-India Youth Science Media challenge for young change-makers
- ❖ To provide mentoring for the promising ideas and demonstrate the Sci-media talent & potential of young change-makers
- ❖ To demonstrate the potential of novel channels for:
 - Creative Science Literacy
 - Scientific temper
 - Prototyping the futures
 - To generate and share media outputs in form of podcasts/ slidecasts /Video podcasts

Core values

- ❖ Real-time thinking
- ❖ Scientific Humanistic thinking
- ❖ Universal values
- ❖ Alternative thinking
- ❖ Self-proven approach/ Swayam Siddh
- ❖ Science Media with expression of ground sense
- ❖ Potential of science media in different walks of life

Tools/Resources

Participation categories

Language & Target Areas

- ❖ **Conceptual/Representational Tools:** Science, Creative Science, Science Media, Design Thinking, Conventional/New Media.
- ❖ **Participants Categories:** Solo /Team
- ❖ **Language to be employed:** English
- ❖ **Target area/group:** Pan India, Undergraduate Students

Desired Outcomes

- ❖ Development of science based high impact media products by undergraduates stimulating scientific temper and research imagination.
- ❖ Creative channels of scientific literacies and scientific temper and prototyping the futures
- ❖ The Harbinger of Change portal for mass sharing the media products and ideas generated through the project, spreading awareness and can help individuals to make informed choices regarding career and/ or life style, leading to sustainable future.

Activity categories

- A) Audio Micro -docs/podcasts
- B) Slide casts/ narrated slide shows
- C) Video podcasts (Science media/wild nature)
- D) Scripted podcasts (Science Fiction podcasts)
- E) Scripted podcasts (Science narrative podcast)

Organization of work

Phase 1 Preparatory Activity

- ❖ Adopting the Advisories for 'Youth Science Media Challenge'
- ❖ Science Media THC Portal
- ❖ Engagement of Colleges

Phase 2 Youth Science Media Competitions

- A) Audio Micro -docs/podcasts
- B) Slide casts/ narrated slide shows
- C) Video podcasts (science media/wild nature)
- D) Scripted podcasts (science Fiction podcasts)
- E) Scripted podcasts (science narrative podcast)

Phase 3 Youth Sci-Media Mentoring

- ❖ User experience enrichment
- ❖ Interactive Sessions
- ❖ Fostering Research Imagination
- ❖ Transformatory, Reformatory, Societal way outs & Solutions

III. Expected Outcomes

Expected Outcomes from Participants

- ❖ Brainstorming with a scientific temperament
- ❖ Fusion of media science and expression
- ❖ Activate your brain to rule your imagination
- ❖ Write the best science media story talking to your inner scientist or researcher or technologist
- ❖ Become scientific imagination advisor
- ❖ Produce interactive science media products

Expected Outcomes from Organizers/ Promoters

- ❖ Responding to Participant's needs for expression of Scientific imagination
- ❖ Scoping for role of life skills & design thinking while meeting the future
- ❖ Promoting design thinking and solution prototyping
- ❖ Highlighting the role of Science Media in Different Walks of Life

Potential of Science Media in Different Walks of Life

- ❖ Promotion & recognition of spirit of excellence/ futuristic excellence which is helping in sustainability & future shock-proofing of society.
- ❖ Fostering resilience to meet the future and present.
- ❖ To promote grounds for future narrators, and animators in different walks of life.
- ❖ Promotion of creative scientific thinkers/innovators

IV. Advisories for Implementation

Advisories For Teachers

- ❖ An Interpreter
- ❖ Maintaining long-term relationship
- ❖ Teacher-student bonding
- ❖ Offering Precepts for Science Media
- ❖ Motivational sharing
- ❖ Talent diagnostics skills
- ❖ Shaping Child Science Media author's self-identity
- ❖ Teacher-student bonding for appreciative inquiry in to Sci-media potential of students
- ❖ Presenting Alternative realities
- ❖ Letting the creators blaze their own trails

Advisories For Participants

- ❖ Teacher and student bonding for co-creative exploration of science media
- ❖ Teacher-student bonding for appreciative inquiry in to Sci-media potential of students
- ❖ Responding to inner need of scientific expression and scientific understanding
- ❖ Knowledge of New Media

Advisories For Organizers

- ❖ Growing excitement, interest , awareness , scientific literacy and deeper understanding of science
- ❖ Attracting young minds having scientific thinking and science literacy
- ❖ Providing Igniters
- ❖ Ground Testing & Adopting The Framework

The Igniters

- ❖ The model audio micro-docs/podcasts created on Science for sustainability will be streamed on The Harbingers of Change Portal bringing various issues related to ecology /environment to the fore to spread awareness and help individuals to make informed life style choices , leading to sustainable development.

V. Youth Science Media Challenge (Pan India)

1st round of National Level Competition

Criteria:

- ❖ Interactive/immersive quality of narratives or scenarios
- ❖ Documentary/Animation worthiness
- ❖ Understanding of the issue
- ❖ Solution oriented approach

Appreciation Certificates & eligibility for next round of challenge: 60 Entries (solo/group work) across India

2nd round of National Level Competition

Criteria:

- ❖ User experience enrichment
- ❖ Interactive quality
- ❖ Generation of leads for research imagination
- ❖ Transformatory, Reformatory, Societal Way outs & Solutions

Appreciation Certificates, chance to join Mentoring workshop and eligible for Grand Finale : 30 entries (solo/ group work)

Grand Finale

Criteria:

- ❖ Interactive/immersive quality of narratives or scenarios
- ❖ Documentary/Animation worthiness
- ❖ Generation of leads for research imagination
- ❖ Transformatory, Reformatory, Societal Way outs & Solutions

Winners Certificates & Youth Science Media Challenge Prize of INR 10,000 each : 12 entries (solo/group work)

Winner entries will be showcased on The Harbingers of Change portal