

Science Communication

Science is a branch of knowledge requiring systematic study and method, especially dealing with substances, life and natural laws. This systematic knowledge is used in many ways in order to improve the standard of living of the human being. More than six thousand million (6 billion) people are living on the earth today. All these are not enjoying their lives equally. Hunger, malnutrition, diseases, natural hazards like floods, eruption of volcanoes, droughts *etc.*, man made problems like civil wars, terrorism *etc.* do not allow people to enjoy their lives equally.

There are problems that can be solved by means of scientific knowledge. Science will help to find solutions to problems that are not solved yet. The best example is AIDS. There are more than 40 million people on the earth suffering from AIDS. Scientists in different countries do continuous research to find treatments for this lethal condition.

Country like Sri Lanka still belongs to the third world, is struggling to be a developed country in the world. Various indices are there to indicate the level of Development. GDP, life expectancy, adult literacy, infant mortality rate, maternal mortality rate, are some of the indices that we can use to interpret status of development of a country. In developed countries, these values are favourable, and not so in the poor countries. The developed countries use their knowledge on science and technology to get better results while the poor countries merely used these due to having less income and less interest. Poverty alleviation is the major objective, when a country is seeking to be a developed state. In doing so, use of scientific knowledge can play a major role in order to develop countries like Sri Lanka.

Science communication can be identified as the dissemination of scientific knowledge to the end users. In our country there are many ways and means to take scientific knowledge to the users/general public. Programmes are broadcast on radio and television, knowledge is disseminated through various printed media, such as periodicals, textbooks, newspapers *etc.*

The National Science Foundation publishes “**Vidurava Science Magazine**” since 1976 over a period of more than 25 years. It has addressed various scientific issues and has experience in disseminating scientific knowledge over the years to the general public.

This issue is important mainly for science communicators, budding scientists, and for school children. There are six articles in this issue, written by experts on this field explaining how a science communicator should reach to the general public through various modes in order to get a successful communication. Our attempt will be a successful one if the message on Science Communication reaches to the target group.

Editor