

THE IMPORTANCE OF SCIENTIFIC COMMUNICATION AND THE ROLE OF THE PRESS (SCIENTIFIC BROADCASTING IN CENTER)

Seong-Hwan Lim¹

¹ Kwangwoon University, Korea

Abstract

This thesis is to study the importance of the scientific communication in these modern days and the role of the press. Out of which, it is to search on the broadcasting media, which is one of the most effective medium of communication. Especially, the intention of this study is to search on the soundness of the Korean scientific broadcasting system and the establishment of an idealistic modern. The modern science and the popularization of technology became an important influence on the objective of the nation, where the process of the characteristics of the 21st century's society is changing. Thus, in order to have the mass of population to become aware of and to understand and to propagate and to popularize the scientific information, through the mass communication media, the role of the communication is very important. Therefore, the role of the press is to alienate from the traditional passive way to positive and active public information method of providing scientific information.

Through this very kind of scientific communication. one of the most effective way in achieving the mass podzolization of science is the utilization of the television media.

As one of the means for this infrastructure, it is most paramount to establish a special channel that will only handle the programs related with scientific technology area. The reason for this method is that the existing mass communication system including the press and the broading system has limitations because of the completion for the number of audience and other factors. Then, why is it important to have the scientific communication for this purpose? What will be the most effective communication method? Furthermore, what would be the most effective kind of scientific program? Then, would it be necessary to have the broadcasting system that only specialize in scientific information and the production of such programs?

The result of the study on this matter are as follows: The mass media have neither devoted much weight on science related programs nor have shown much interest in handling of science matters. In the case of a supreme broadcasting media, which has much influence on the society, has allocated not more than 3.7% of their programming time on science related program. Not only because of the recognition that science itself is a difficult and is complicated subject to the general public, there are not much contents that are dramatic and of news value on science matters.

This is also the result on the part of the scientist, who are the main source of the information, is not positive on the dissemination of the information for the general mass media. Namely, in spite of the fact that much expense and efforts are needed from the standpoint of the press companies on the science programs or articles, it is difficult to draw out the reaction of the readers and the audience, which is an area that there are not much people that would readily wish to be involved.

In conclusion, to cope with this sorts of problems, this thesis is aimed to present the necessities of establishing the broadcasting system, specializing in scientific information, with specific ways and methods, especially, with the utilization of the satellite broadcasting system, as the new and wide ranging media.

The start of the broadcasting system on science matters is to head toward the publishing type broadcasting system, that can be operated with minimum number of manpower, enabling planning and editing, while marinating its principle on outside reassorting. Starting with this small number of manpower and through the programs which are already being produced by the existing broading system or through the arrangement of foreign programs, and by maximizing the editing merit, an entirely new impression can be achieved, enabling it to become the center of scientific culture both in name and reality.

Viewing from this point, it could become a catalyst enabling the existing broadcasting system to have more interest in the science programs to allow the change in the broadcasting genre, that could bring about the testing to view how close the true character of life and broadcasting could be brought near together.

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1. Outline

In the past days, it was main index in measuring the future of the society for the society to put how much social efforts into the production of intellect including science and technology.

But today, they need investing more cost and efforts to share the intellect of science and technology, intelligence and information. Presently, the popularization of science and technology are to rise as the national aim in the process of changing the social features to the intelligence society of 21st century.

Thus the communication of science to popularize the science is very important for the people to realize, to understand and to transmit through the mass media and it is essential the media's role should put out from the passive communication which provides them the simple science information go to the positively publication.

The most effective way to popularize the sciencethrough science communication is TV media and infra for this is sure to be needed of the permanent chanel establishment which broad cast natural society program specifically.

It is because, existing mass media including news paper and broadcasting have the practical limitations such as view rate competition.

2. Aims to Study

It is hard for the general people to approach science and technology related information. As the science and technology have th features of abstraction, specifiction and complexity, if not the person trained special training course, they might hard to understand fully. Further, because of the speciality of the science and technology for the general, it is rare to be expose to the information and take notice. The oportunity to read professional books or to access to the lecture. General persons gets the scientific information through mass media they can easily access. But the mass media has not put weight to the science technology related program or articles and do not show zeal much to edit scientific article.

In case of ground wave broad casting which has good social affect and good transmission, the science related program is merely 3.7% among all (Spring '00~Spring '01 base)Newspaper also, refering to 96's survey, they edit 2~4% among all and this articles are uneven to give emphasis to the health, information communication.

As a matter of fact, general persons do not like the sciene because they think it is hard and complex further there is rare which would be edited as a news.

There is few to be fresh and dramatic and the scientists who are source of the information are not positive in the publication. Especially, in case of the broad casting media, there is practical problems of more cost and hich tech of taking image for composing visualize the science principle and there are practical hardness.

For short, it requires much mony and effors and it is hard to listen reader or viewer for the media company.

This study raise the need of special broad casting on this problem and present the formal process and the measures.

Especially it focuses on the satellite broad casting under new mass media under foot light and for establishment of the specil science technologe

3. Measures of Study

- Data Collection from the Oversea's Sience Broad Casting
(Use Existing Literature Data)

Because of this national needs, many of the developed nations (U.S.A., Europe, Japan, Australia) established to operate seperate sience specified broad casting with cable and satellite. Especialy, in China, they establish Centra China TV channel seperately and ride air from June 2001 to enhance science broad casting.Discovery Science channel is representative. This channel transmit globaly already. For this example. there is discovery science channel U.S.A..The channel Besides, Natural sience special channel National Geography..... To see the present situation of the above sience programs, take the population mainly from developed countries and tries to analysis contents. Further, it analyzes '90th~'04's science related (recreation, practical life, docu., drama, quiz etc.) programs and overseas programs of BBC, Discovery, National Geography, channel, Japanese science specified channel, China CCTV10)

4. domestic scientific relation program week table of organization analysis (2000)

	KBS1	KBS2	MBC	SBS	EBS	Total/average
Program editing	16	5	7	4	38	70
(%)	(22.9)	(7.1)	(10.0)	(5.7)	(54.3)	(100)
Broadcasting time (minute)	581	360	310	260	970	2481
(%)	(23.4)	(14.5)	(12.5)	(10.5)	(39.4)	(100)
Scientific/broadcasting editing (%)	4.0	1.4	1.8	1.0	7.7	3.4
Science/broadcasting time (%)	9.2	5.6	4.6	3.6	14.5	7.1

5. domestic scientific program organization hour general classification analysis

Formality	morning		Day		prime		Night	
	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)
KBS	0	0	74	2305	14	795	68	3780
MBC	0	0	0	0	0	0	11	605
SBS	285	2485	42	2520	26	1560	0	0
EBS	28	1680	0	0	96	4800	89	3670
YTN	183	4575	0	0	0	0	0	0
total	470	8740	116	4825	136	7155	168	8055
Special issue	morning		Day		prime		Night	
	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)	Televising frequency	Room zero total time (minute)
KBS	0	0	2	130	0	0	10	600
MBC	2	105	0	0	2	110	30	1395
SBS	2	130	4	290	0	0	21	1280
EBS	0	0	2	100	0	0	6	340
YTN	0	0	0	0	0	0	0	0
total	4	235	8	520	2	110	67	3615

6. Domestic scientific program production cost support present condition

(Korean scientific culture foundation -05 year first half of the year support - image section - total 1500000003 Chun Man Won) of government (unit: Thousand won)

With my life	Televising medium	Support misfortune
The scientific enumerating position - doctors will come	KBS	₩300,000,000
August scientific lecture	KBS	₩30,000,000
MBC Nighttime	MBC	₩30,000,000
SBS The brain search which is pleasant	SBS	₩100,000,000
Secret of space technique	SBS	₩50,000,000
The misunderstand against the human being	EBS	₩50,000,000
Life youths	EBS	₩50,000,000
scientific news	KTV	₩100,000,000
science +	YTN	₩150,000,000
It comes and goes, secret of science	Center broadcasting	₩50,000,000
The science and engineering department which leads Korea CEO 27	National Assembly broadcasting	₩250,000,000
KTX, Science Station	KTX broadcasting	₩80,000,000
Weather report explanation eastern image	Meteorological Office	₩40,000,000
Scientific technical prediction	National scientific technical committee	₩250,000,000
total		₩1,530,000,000

7. Key feature Channel and table of organization analysis present condition of overseas scientific broadcasting program

- subject star analysis/masses anger degree/ratio back of scientific program. British scientific relation program present condition (2004 April 30th standard)

Program life	Broadcasting Channel	Editing	Nomadism classification	Style classification
Dragons Alive	BBC	3	Natural company	Document
Human Instinct	BBC	4	Medical science	Information
Human Mind	BBC	6	Medical science	Information
Human Senses	BBC	6	Medical science	Information
Lab Rats	BBC	3	Scientific technique	Information
Life on Air	BBC	1	Other	Document
Mind of a millionaire	BBC	4	Medical science	Information
Monsters we met	BBC	3	Natural company	Document
Nile	BBC	6	Nature	Document
Obsessions	BBC	5	Medical science	Information
State of the planet	BBC	5	Nature	Document
Talking with Animals	BBC	4	Nature	Document
Teen species	BBC	4	Medical science	Information

8. Content analysis of American scientific Channel

Order	Channel life	when theyn chu Character
1	Air & Space Network	Relation of space aviation
2	Animal Planet	Animal document
3	Animal Vision	Animal document
4	Auto Channel	Automobile information
5	Automotive TV Network	Automobile information
6	C/Net: the computer network	Relation of computer
7	Discovery Science	Hard science document
8	Discovery Wings	Aircraft relation information
9	Discovery Health	Healthy medical treatment information
10	Fitness Interactive	Healthy gymnastics
11	Hobby Craft Communications	Hobby and industrial art technical studying
12	Jones Computer Network	Computer relation information
13	My Pet TV	Relation of pet
14	NASA Television	Relation of space aviation
15	New Science Network	The UFO, the world which is mysterious
16	SciOFi Channel	Relation of idle fancy science
17	The Boating Channel	Oceanic relation amusement information
18	The Pet Television Network	Relation of pet
19	The Recovery Network	Revival program (intoxication)
20	The Ecology Channel	Environment relation information
21	The Technology Channel	Updated technology information introduction
22	Therapy Channel Network	Cure introduction

9. Scientific relation program present condition of China CCTV-10

Program life	Scientific classification	Style classification	Channel
Scientific wide reading	Scientific technique	Information	CCTV - 1
Human being nature	Natural company	Document	CCTV - 1
Condition	Life science	Quiz	CCTV - 1
Health	Medical science	Quiz	CCTV - 2
HAPPY GAME	Life science	Quiz	CCTV - 2
Up-to-date science	Natural company	Document	CCTV - 2
Health	Life science	Quiz	CCTV - 2
Up-to-date science	Scientific technique	Information	CCTV - 10
Human being nature	Scientific technique	Information	CCTV - 10
People	Science company	Document	CCTV - 10
People	Life science	Document	CCTV - 10
Time	Science company	Information	CCTV - 10

10. Scientific relation program present condition of Beijing TV

Program life	Scientific classification	Style classification	The watching object
Animal paradise	Natural animal	Quiz	Anyone
Promise of century	Scientific technique	Document	Anyone

11 • Scientific relation program present condition of injury satellite TV

Program life	Scientific classification	Style classification	The watching object
HAPPY CHILD	Scientific technique	Quiz	4 - 8 three is young
Area	Scientific technique	Quiz	Anyone
Life	Medical treatment	Information	Anyone
It is beautiful with promise	Woman health	Information	Woman

12. Conclusion

It is not uneasy to discuss the future taking <Science Broad Casting> which is not started yet. At present the <Science Broad casting> is discussing over its establisher, operators and identification. Frankly, there are various discussion ways but comparing to its very start, it becomes unsatisfactory.

But as this states before, it is valuable to develop the literacy which accept the images of science literacy and taking the literacy as its base, when the production level has been developed, it should faster to establish/ And with this open land, it is essential for the independent producers to get ready to produce the science broad casting.

<Science Broad Casting> is possible only where the ability to transmit the science to the mass, to get the specification in the genre, the ability to accept the science broad casting are jointly affecting together.

But where there is no such points to be reached to the standard, primal public investment is must.

As it needs long term investment, The start of <Science Broad Casting> - just as the seen the case of foreign nations success/fail - 1) take focus on publication broad casting of which principle is out sourcing, 2) start with small group to plan and edition, 3) Maximize the skill of edit to appreciate newly out of the program produced in the ground and by arrange the produced or foreign country's program 4) it should be practical center and forum of the real science culture. In this side,

<Science broad Casting>

1) positively practicing OSMU to make colour,

2) Being the level to produce the broad casting, this culture system would affect the production level and the appreciation level (may call as science culture channel)

3) do the role of agent making change on the broad casting as the existing stations will get more concern

4) It gets the identity of tests showing the living and the broad casting will get closer

<The truth it bit and it broke,>

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