

## Science Program by Department of Mass Communication Starts Today

英文電子報

Entrusted by National Science Council, pop science program “Science 180” produced by the Oral Image Research Office, Department of Mass Communication, starts today (October 27) on the Gold FM Broadcasting Network, Hou-Shih Broadcasting Network, Education Radio Station, and Police Radio Station.

The theme of the first unit is: “Exploring the Secret World of Genes: Genetic Medico-biological Technology,” produced by Professor Ya-ly Chao (entrusted by National Science Council) and her oral image research team. As Professor Chao indicated, the program aims to introduce popular science, to make broadcasting the media of spreading popular science, and to demystify the public’s thinking that communications about science must rely on images.

As a researcher of oral images Guan-fey Wang pointed out, because scientific knowledge is generally founded on images, science tends to be absent in broadcasting. Through the light-hearted means of story telling, “Science 180” presents a series of topics on weather, nanotechnology, hepatitis, and genes, and designs them as individual 3-minute units. Within this limited time, the program tries to take a user-friendly approach to academic scientific knowledge.