DEPARTMENT OF DEVELOPMENT COMMUNICATION
Visayas State University
Visca, Baybay City, Leyte

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DC135

SCIENCE REPORTING
Takehome Midterm Exam

Prepared by
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Instructions: You can get a highest score of 100 pts from this exam. Build up your score by performing two or more tasks of your choice. Take note that the questions have stars (☆) depending on its capacity to give you points. Be factual and scientific when answering.

Important note: Cheating and plagiarism will give you a rating of 5.0 for this exam. You will be further deducted 0.25 from your midterm grade for *every instance* of plagiarism.

Submit via email on: Sunday, January 20, 2013 at *exactly* 9AM. Late submissions will be deducted 0.50 after 9AM and 0.05 for every minute late. Attach as an office word-processing document.

1. Write a straight news article about 2013 as UN International Year of Water Cooperation. ☆☆☆
2. How will you explain HIV/AIDS to a grade six pupil? ☆☆☆
3. In the 2nd Roundtable Discussion for Science Communication in UPLB, Dr. Nora Quebral says 'communicating science *with* the public' is more appropriate than '*to* the public'. Why did she say so? ☆
4. Popularize the Dunning-Kruger effect. ☆☆
5. Differentiate between Scientific, Semi-Technical and Science Writing. ☆
6. Explain Ziman's 3 models for understanding science communication as presented in Weigold's article. ☆
7. Explain the three types of publics that Miller identified in the Weigold article. What are their main differences when it comes to interest in science? ☆
8. How important is publication and peer-review? ☆☆
9. Can a scientist be a journalist? ☆
10. Write a science feature on how to introduce the concept of sex and sexuality to your teenage child. ☆☆☆
11. Popularize Dan Ariely's journal article 'Procrastination, Deadlines and Performance' found in the Readings section of the DC135 blog. ☆☆☆
12. Comment on Flesch's arguments about plain talk and readable writing. ☆☆

"Luck favors the prepared mind." —Louis Pasteur