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YSN-ASM Science Communication Module book launched



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KUALA LUMPUR, April 26 (Bernama) – The YSN-ASM (Young Scientist Network-Akademi Sains Malaysia) Science Communication Module book launched today is a point of reference in delivering science communication that is easily understood by the community, says Science, Technology and Innovation Minister Datuk Seri Dr Adham Baba.

He said the book would also be able to attract the younger generation to science, technology, engineering and mathematics (STEM).

According to him, the book facilitates scientists, researchers, teachers, and even media practitioners to deliver more effective science communication to the target groups.

"As many of us are aware, scientists often use scientific terms that are technical, difficult to understand and complex. Through this book, readers can obtain tips on the steps and approaches of science communication in a more interesting and easy-to-understand manner.

"Through clear science communication, the community and students can understand the subjects more thoroughly," he said when launching the book here today.

Further information on the book as well as details for pre-order can be found online at www.akdemisains.gov.my/science-communication.

YSN-ASM is an initiative by ASM with the cooperation of the Ministry of Science, Technology and Innovation (MOSTI) to prepare future leaders of quality in the field of science, technology and innovation.

ASM provides the YSN platform to conduct various activities and workshops, and to date has recognized 225 best young scientists in the country.

Meanwhile, at his press conference, Dr Adham said such books complemented the ecosystem to produce more talent in science and technology.

"With these talents, I am confident that the government's efforts to ensure that the technology that we want to focus on (is) based on the expertise available in our country," he said.

In the meantime, he said a closed-door engagement session with YSN-ASM young scientists prior to the book's launch had discussed various matters, including efforts to make their research and development more credible and applicable internationally.

"The second issue is adoption, we need to adopt technologies as early as possible. For that, the thing we are discussing is the government's efforts under the 12th Malaysia Plan to ensure we can strengthen and enhance experimental development," he said.

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