

科 普 研 究

KEPU YANJIU

2011年4月 第6卷 第2期 总第(031)期

目 次

·新视野·

- 三网融合与中国科普电视的新生 赵致真(5)
科普与动画的融合发展将形成最强盟友间的联合力量 王 英 马知渊(10)

理论探索

- 读图及多屏时代科普与动漫游并肩发展 邓丽丽(12)
我国科普基础设施建设存在的问题与思考 李朝晖 任福君(17)
现代科技馆新型发展模式探讨 王可炜 易 和 胡 华 等(22)
科技馆科学教育三维目标模型的构建 宋 娟 赵佳然(28)
从报刊和电视看社会对现代物理知识的需求 王 琳 罗 莹(32)
科学博客:探索在公众理解科学的最前沿 王以芳(40)
科学普及中行为缺失的案例剖析
——以地理学为例 孙 俊 潘玉君 和瑞芳 等(46)

·史海探幽·

- 台湾第一份科普刊物《大众科学》考察 张之杰(55)
《科学月刊》的创办 刘源俊(61)
《科学月刊》的“历史定位”
——一个科学史家的个人观点 洪万生(67)

科普展教

- 创新展品的设计思路与制度性制约因素 朱幼文(71)
从展品研发角度谈科普展品创新 廖 红(77)

人 物

科普路上的人文之光

- 述评李星学院士的科普思想 何 琦 王 军(83)

书 评

跟着她投入科学的深河

- 读《居里夫人的科学课》有感 王直华(87)

“学术随笔

- 议昆虫文化与现代科普 李 芳(89)

科普论坛

- “草根科普”与“科普创新” 汪 志(94)

·新闻快递·

- “科学家与媒体面对面”活动启动 (封二)
2011年海峡两岸科学传播论坛召开 (封三)

SCIENCE POPULARIZATION

KEPU YANJIU

April 2011 Vol. 6 No. 2 General Issue 31

Contents

New Horizon

- The Merging of Three Networks Improves the Reborn of TV Science Popularization in China Zhao Zhizhen(5)
Integrating Popular Science with Animated Cartoon Wang Ying Ma Zhiyuan(10)

Theory Exploration

- Science Popularization and ACG(Animation, Comic, Game) in the Age of New Media Deng Lili(12)
A Study on Infrastructure for Popularization of Science and Technology in China
..... Li Zhaohui Ren Fujun(17)
Exploration of New Development Mode of Modern Science Museums
..... Wang Kewei Yi He Hu Hua et al.(22)
Constructing the Model of Three Dimensional Science Education Goals Song Xian Zhao Jiaran(28)
Social Requirements for Modern Physics Knowledge, Revealed by TV and Newspapers Wang Lin Luo Ying(32)
Science Blogs in China: Exploring in the Forefront of Promoting Public Understanding of Science Wang Yifang(40)
Behavior Deletion in Science Communication: A Case Study in Geography
..... Sun Jun Pan Yujun He Ruifang et al.(46)

History

- A Study on the First Comprehensive Popular Science Magazine in Taiwan: *Everybody's Science Monthly*
..... Zhang Zhijie(55)
The Founding of Popular Science Monthly Liu Yuanjun(61)
Historical Positioning of *Popular Science Monthly*: From a Science Historian's Perspective Hong Wansheng(67)

Science Popularization Establishments Education

- A Study on the Designing Concepts and Institutional Restrictive Factors in Innovating Exhibits Zhu Youwen(71)
How to Develop an Innovative Exhibit: from the Perspective of R. & D Process Liao Hong(77)

People

- Humanism Enlightenment on the Way of Science Popularization:
A Note on Academician Prof. Li Xingxue's Work in Popularizing Science He Qi Wang Jun(83)

Book Review

- In Search for the Beauty of Science Together with Madame Curie: A Book Review of *Madame Curie's Science Course*
..... Wang Zhihua(87)

Essay

- Thoughts on Entomology Culture and Contemporary Science Popularization Li Fang(89)

Science Popularization Forum

- Grass-root Popular Science and Popular Science Innovation Wang Zhi(94)

Newsletter

- "Scientists Talking with the Media" Launched (Inside Front Cover)
2011 Cross-strait Science Communication Forum Held (Inside Back Cover)