

SCIENCE COMMUNICATION TO RURAL COMMUNITIES REQUIRES BOUNDARY CROSSING

By

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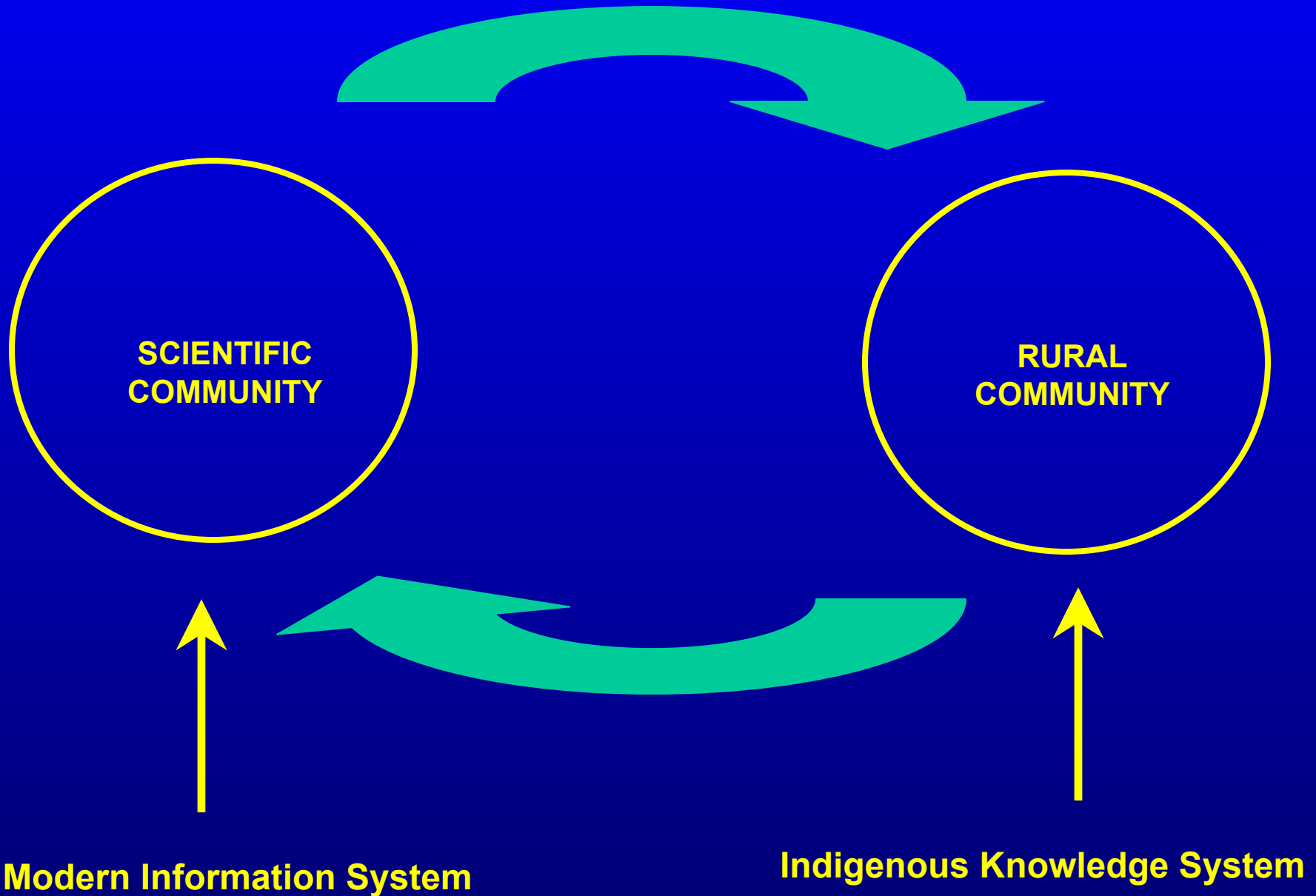
OVERVIEW

- **Introduction**
- **Rural communities**
- **Knowledge systems**
- **Communication mechanisms**
- **Boundary crossing**
- **Real-life experience**
- **Merger model**
- **Field workers**
- **Conclusion**

INTRODUCTION

- Unsatisfactory progress in rural development
- Value of Science
- Value of information
- Role of (oral) culture
- Means of communication

KNOWLEDGE SYSTEMS



RURAL COMMUNITIES

- **Impact of oral tradition**
- **Indigenous knowledge system**
- **Information handling skills**

COMMUNICATION MECHANISMS

- CONCRETIZE & STORE
- INTERPRET & PROCESS
- ACCESS
- COMMUNICATE

CONCRETIZE & STORE

- REPETITION
- FIXED EXPRESSIONS
- RIDDLES
- PROVERB
- ADDING ON WITH “AND”
- OBSERVATION
- HOMEOSTASIS

INTERPRETATION & PROCESSING

- ELDERLY PEOPLE (wise men)
- COMMUNITY STRUCTURES
- GROUP OPINION
- SITUATIONAL THINKING
- SUBJECTIVE INTERPRETATION
- RESIST OUTSIDE INFORMATION

ACCESSING

- **Knowledgeable people**
- **Group gathering**
- **Observation**
- **Access control**

CONTROL OF ACCESS

- **Power structures**
- **Resistance to change**
- **Family structures**
- **Social relevance**

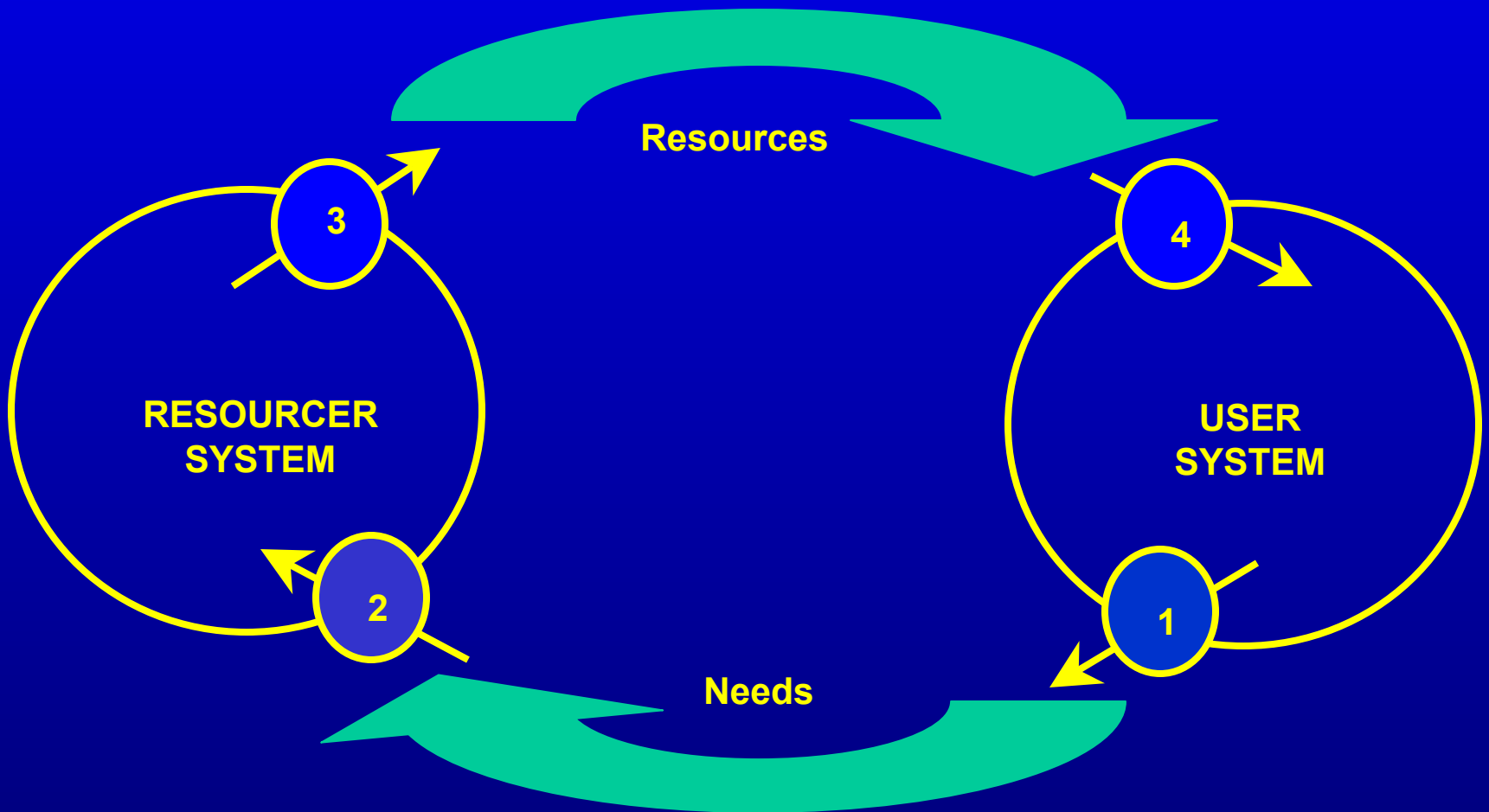
COMMUNICATION

- **Face-to-face**
- **Body language**
- **Metaphors**
- **Story telling, dancing, role play**
- **Demonstrations**

FEATURES OF IK

- **Cannot transfer over space and time**
- **Restricted to local area**
- **Requires human involvement**
- **Collective memory**
- **Difficult to access**
- **High credibility**
- **Feedback immediately**
- **Absence retard development**

INTERACTIVE MODEL



COMMUNICATION CONSTRAINTS

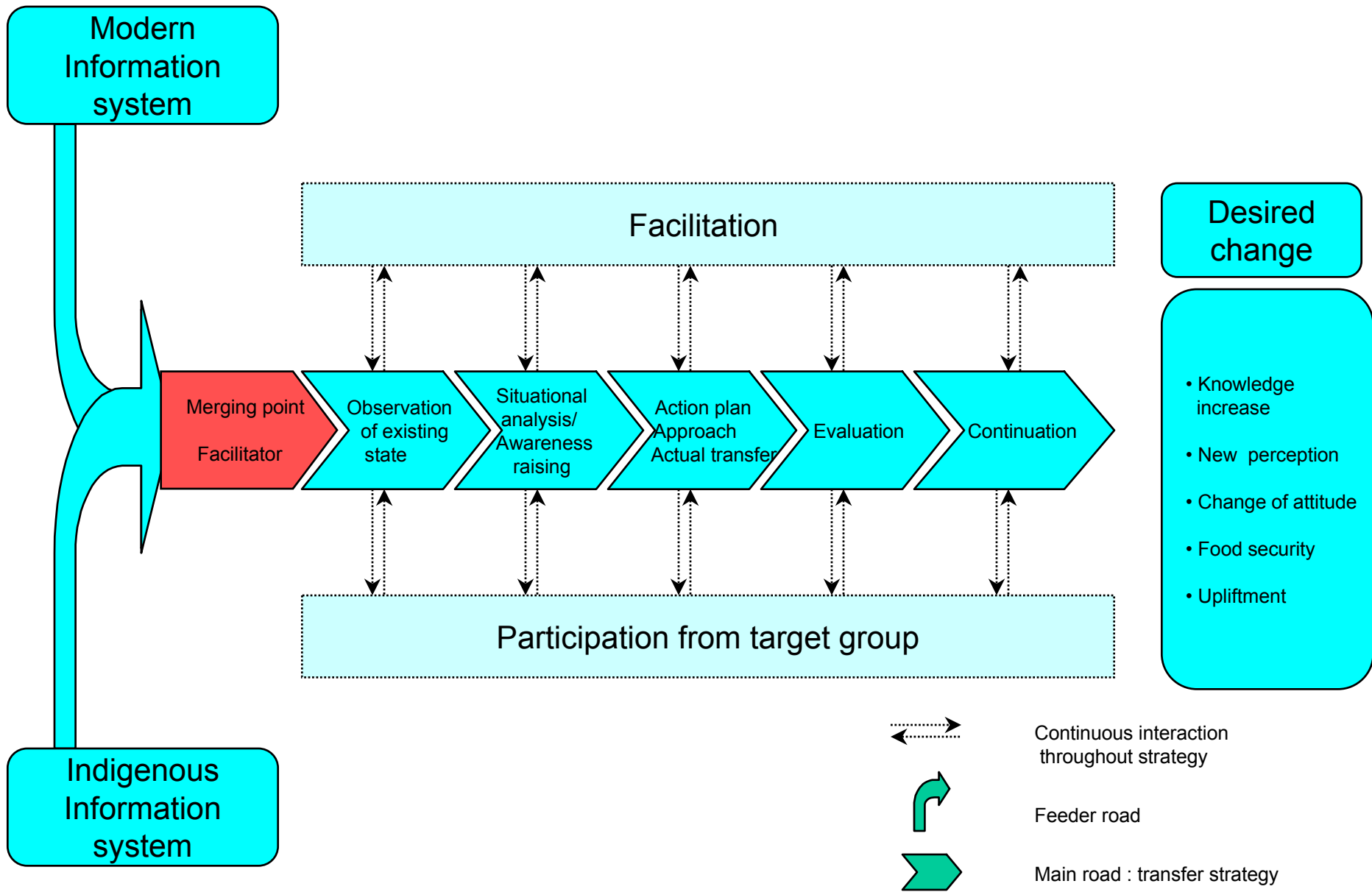
- **Inability to articulate needs**
- **Non perception of needs**
- **Inability to understand user situation**
- **Inability to accept outside information**

CROSSING THE BOUNDARY

- **Involvement of target group**
- **Training**
- **IKS communication mechanisms**
- **Supportive tactics**

TRAINING PROGRAMME

Lecture no.	Contents of Lectures
1	Introduction to maize cultivation
2	Importance of fertilizers
3	Weed control and crop rotation
4	Pest control and after-care
5	Farmer participation
6	Evaluation and rewards



MERGER MODEL

FIELD WORKERS

- **Human link imperative**
- **Linking of IKS & modern IS**
- **Repackaging of information**
- **Appropriate training**

NEED FOR TRAINING

- **Development and its impact**
- **User profile**
- **Information resource systems**
- **IKS Communication mechanisms**
- **Role of information**
- **Repackaging for specific situations**
- **Information management in projects**

CONCLUSION

Boundary crossing requires:

- ✓ **Knowing the target group**
- ✓ **Development communication**
- ✓ **Merging of knowledge systems**
- ✓ **Knowledgeable linkers**