COMMUNICATING SCIENCE IN THE SAVANNAS

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Topic: “Matching Western Science with Indigenous Knowledge Systems”.

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Challenges and/or barriers to effective communication in rural areas

- Illiteracy levels
  - General
  - Science & Technology
- Language of communication
- Cultural practices
- Socio economic
- Life philosophy (World view)
- Cultural & religious misconceptions
What should science communication aim to achieve?

- Educate and inform science issues
- Safety
- Economic empowerment
- Awareness of one’s place in the environment
- Spiritual awareness
  - Morals - survival
  - Ethics - survival
Model for effective communication

Radio programme: Health Issues

The success story of matching Western Science with Indigenous Knowledge systems in dealing with Health Issues

Nature of programme
SABC Radio station: Thobela FM
Language: Sepedi
Target population: 1.8 million
Name of programme: “Ngaka Nkalafe” (translation; ‘doctor please examine me’)

Nature and focus of the programme:
Talk show, medical interpretation of the complaints and diseases using traditional and indigenous knowledge of diseases being discussed promoting good health education...
Model for effective communication

- **Radio programme: Health Issues**
  
  Programme leader: African western educated medical practitioner knowledgeable about indigenous knowledge and other traditional health matters.
  
  Clients: Ordinary citizens

- **Improved level of awareness on health issues**
- **Taking responsibilities e.g. prevention**
- **Bringing western science & IKS together**
Future Directions

- Making more science & technology available for rural communities
- Communicating science to the physically challenged – deaf
- Using accessible language of communication
- Simple & low cost communication tools
- Public / specialist knowledge about IKS & links to western science