

Communicating Science for the People: The National Science and Technology Week (NSTW) as a Site for Scientific Discourses

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The celebration of the National Science and Technology Week (NSTW) in the Philippines is held annually and each year, a theme characterizes the weeklong celebration activities. The celebration illustrates how science, technology and innovation may change or improve lives and communities. Usually success stories are featured with the hope that adopters use the new inventions and technologies and apply them in various communities. The government's arm, the Department of Science and Technology (DOST) also highlights its technical and laboratory services, as well as the services offered by collaborating agencies or institutions.

Through the years, the NSTW has been promoting and sustaining awareness about science and technology as well as with DOST's assistance, the technical services and services available from other institutions. It has been encouraging concerned entrepreneurs, industries, local government units and non-government organizations (LGU/NGO) and the public in applying science, technology and innovation to their operations. This encourages more clients to avail of DOST's technical assistance.

There is now a need to look into the success and challenges faced by Science and Technology (S & T) advocates in promoting S & T. This study explores the manner and context in which S & T is communicated to various stakeholders through discourses and presentations conducted during the annual NSTW celebration. Describing the various activities presented by participating agencies, the study will also analyze specific messages and the agenda that the advocates craft and set for the consumption of various stakeholders attending the annual celebration.

Using surveys, focus interviews and focus group discussions of participants at the annual NSTW over a period of 3 years, the study sheds light on the various conditions responsible for the slow-pace and difficult dissemination of scientific technologies and breakthroughs. In the process, the study will identify issues and possible solutions for effective and relevant Science & Technology dissemination.