



Central Luzon State University

Science City of Muñoz, 3120 Nueva Ecija, Philippines

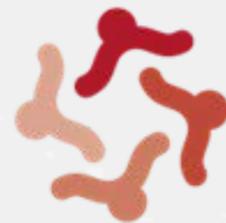
Nurturing a Culture of Excellence



Kaalaman sa Agrikultura: Communicating Agricultural Science Information to Rice Farmers in Science City of Munoz, Philippines

Laurence Lingat

Information Management and Publication Unit
Office of Student Affairs
Department of English and Humanities

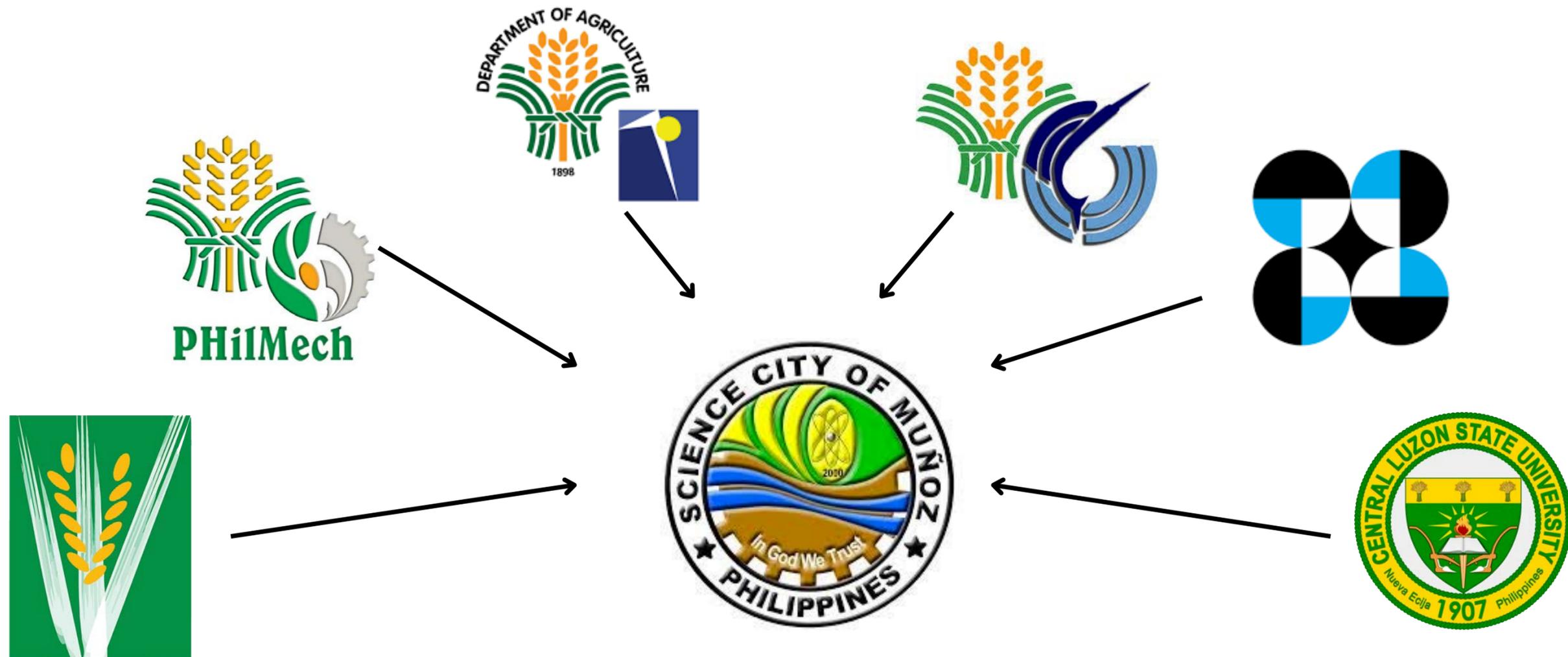


Japan Science Communication Forum
Kyushu University | October 22-23, 2024



CLSU

Muñoz is the first and only **Science City** in the Philippines



Research and Development Agencies in **Science City** of Munoz



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Who is our **Science Communicator**?



Bachelor of Science in Development Communication Program

Development Journalism
Community Communication
Science Communication



Difference between **Mass Communication** and **Development Communication** Program

Mass Communication

Media Laws and Ethics
Multimedia Production
Broadcasting

Development Communication

Crop Protection
Crop Science
Animal Science
Aquaculture



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In agricultural science, communication isn't just about sharing or broadcasting of information.



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Local Communicators

key element in agricultural science communication is the role of local communicators. Often, trust is a significant barrier when it comes to the adoption of new agricultural practices.



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Effective science communication must be adaptable and responsive to the needs of the community it serves. It's not just about delivering messages—it's about engaging with farmers in a way that respects their experiences and incorporates their insights into the process.



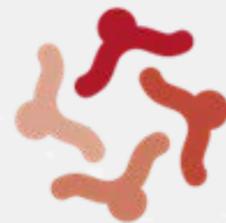
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