


Role of Tri-Media in Public Awareness and Participation in GM Crops



MTH Velasco, PhD.
College of Development
Communication
UP Los Baños

Session Objectives

- 
- **Participants to:**
 - Appreciate communication as a process
 - Understand what the different “communication media” can do

Evolving Views of Communication



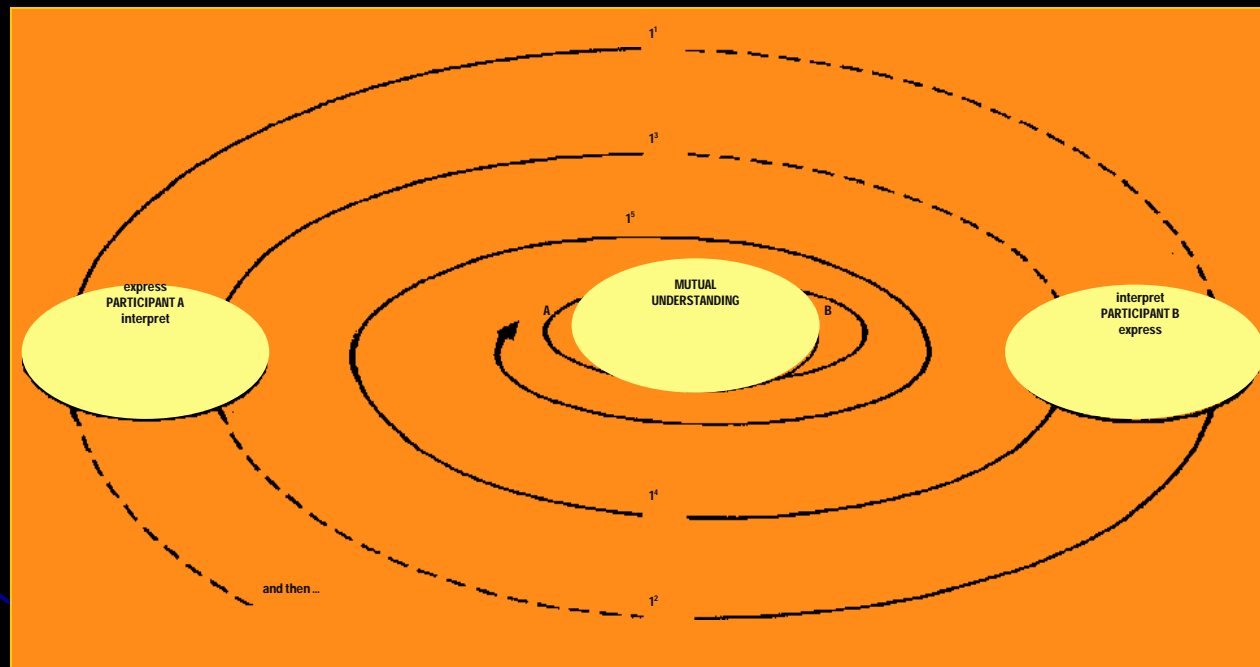
One-way, uni-directional

Evolving Views of Communication



Two-way, transactional

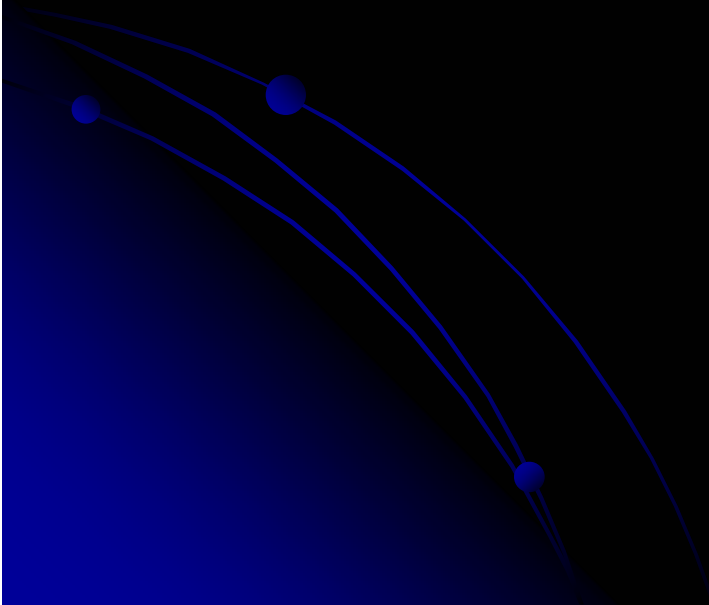
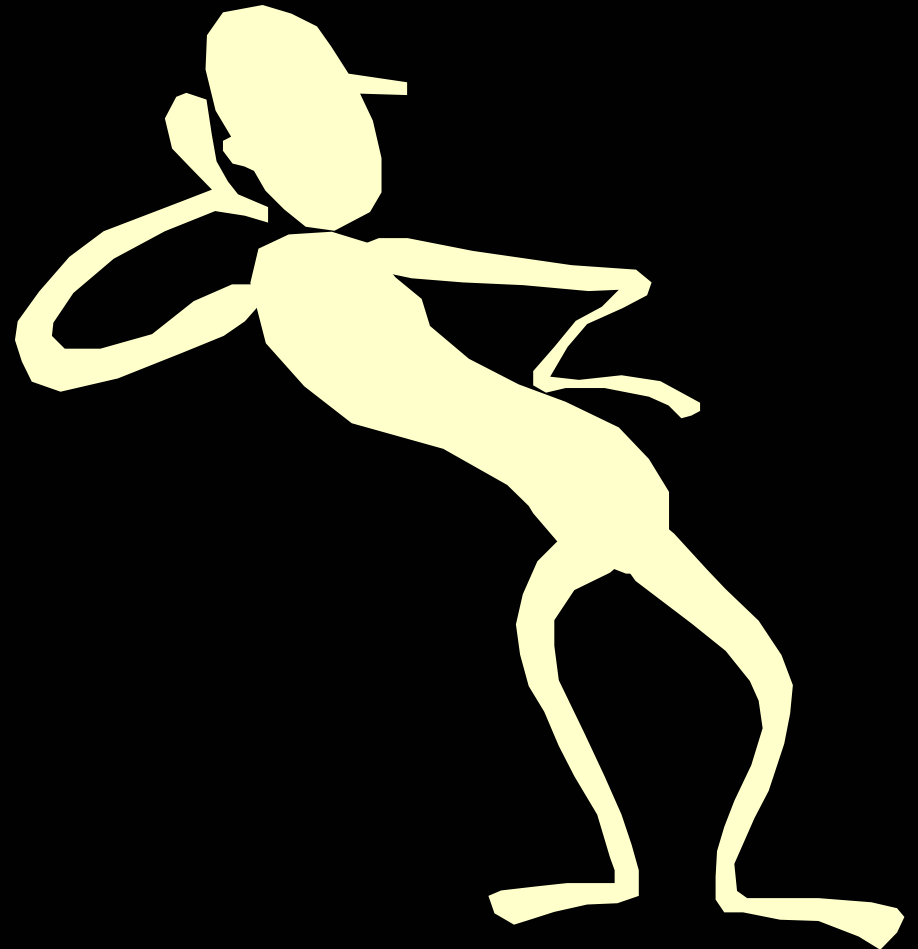
Evolving Views of Communication



Iterative, Cyclical
Aims for mutual understanding

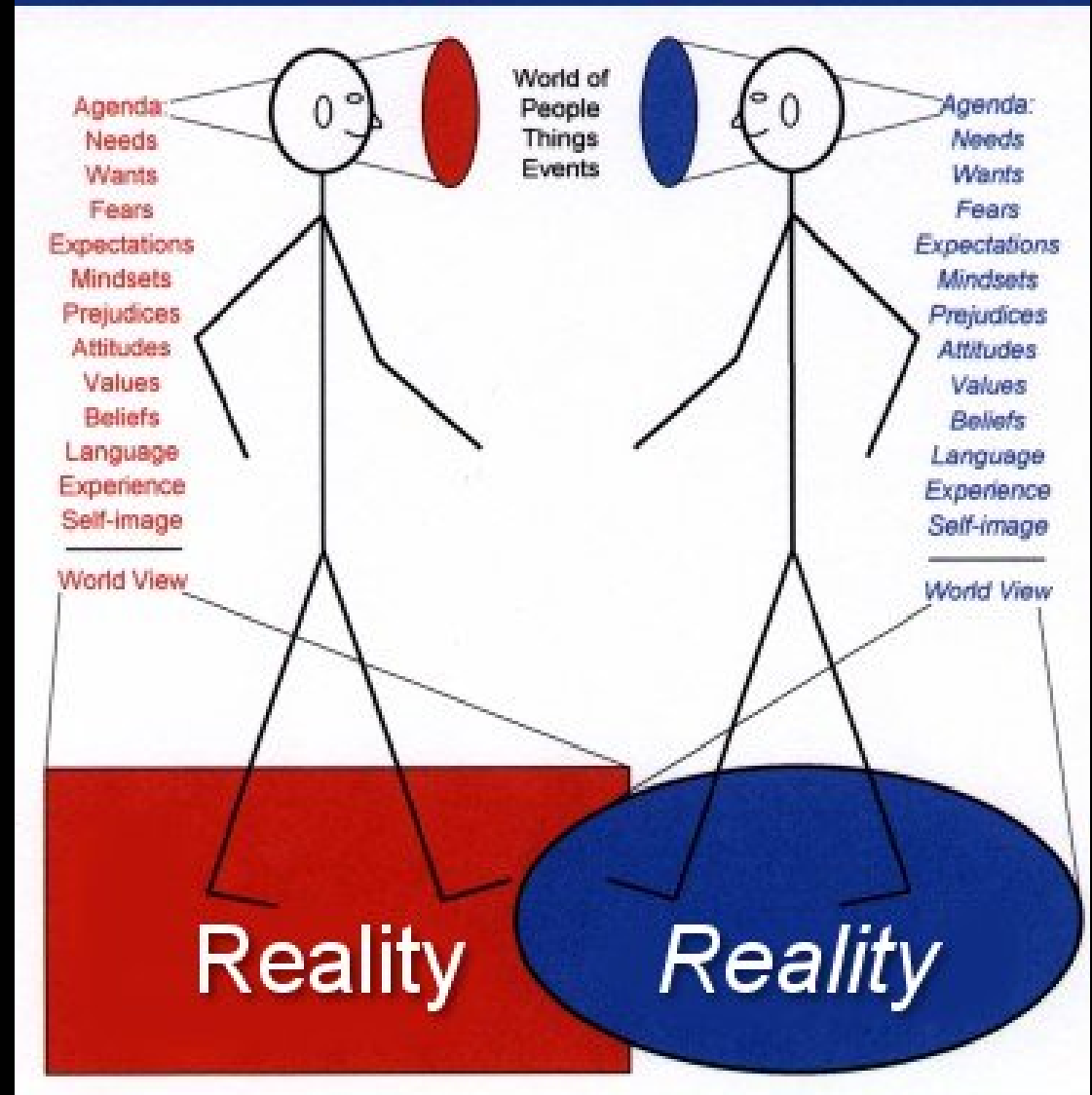
Important Concepts in Communication

- Perception
- Listening



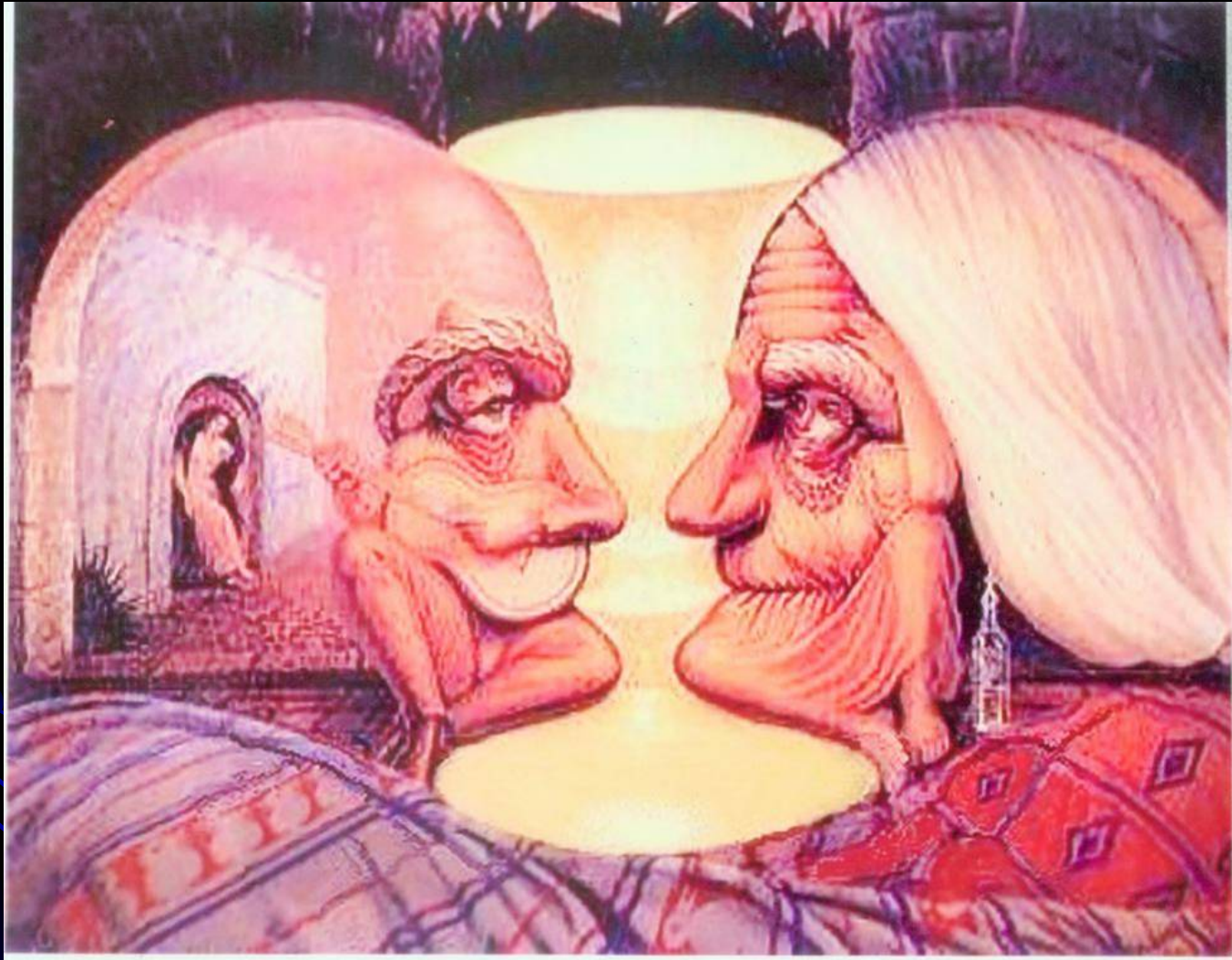
Perception

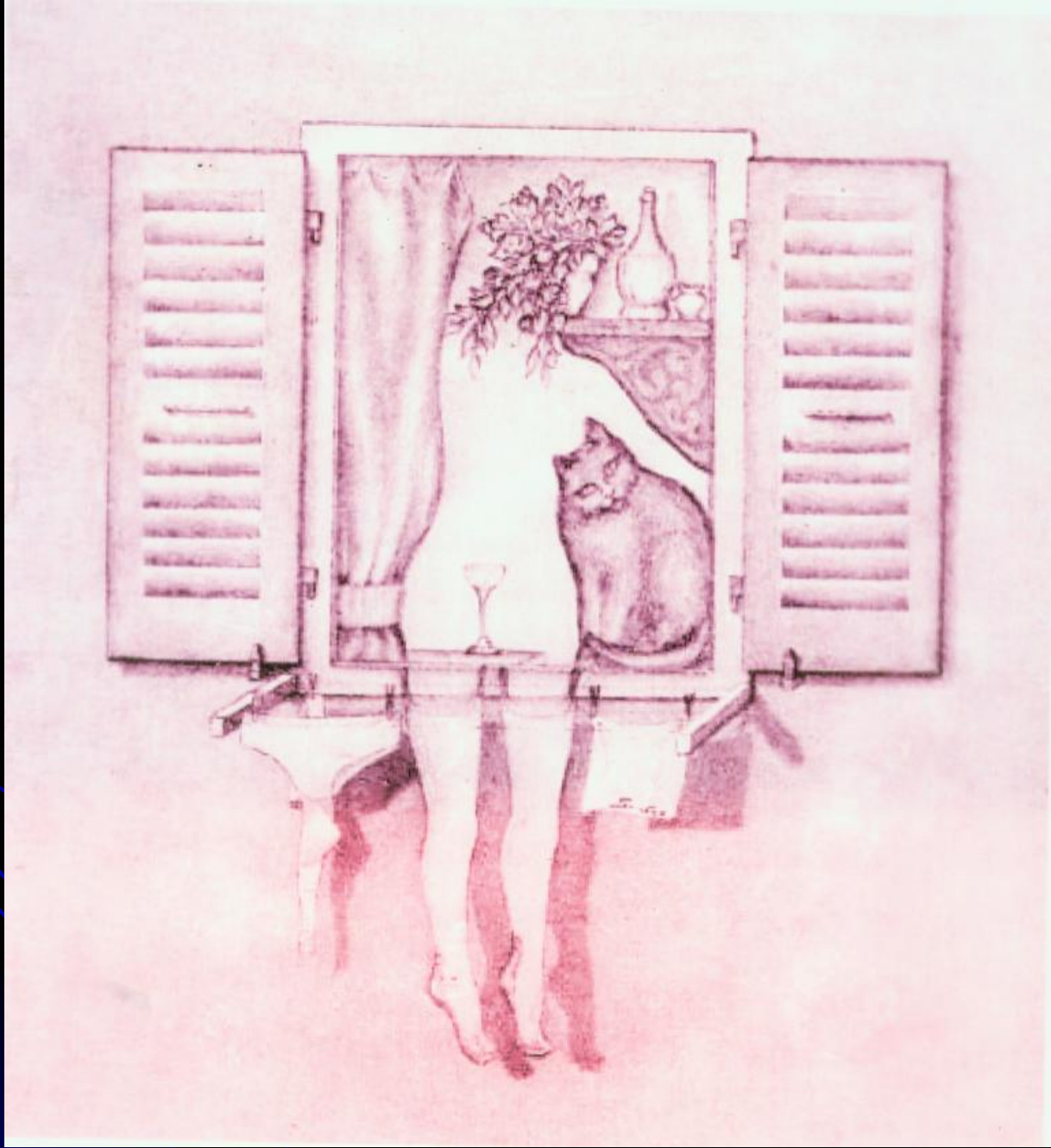
- Meanings are in:
 - People
 - Contexts
 - Relationships





**What
do you
see?**







**Learn to listen.
Listen to learn.**

Johns Hopkins School of Public Health / Center for Communication Programs

Empathy



Using Appropriate Channels

- Mass Media
- Group media
- Interpersonal



Advantages of Mass Media

- Amplify issues and controversies
- Set, prioritize, and prime up the agenda

Advantages of Mass Media

- Share public perception of hazards and their attendant risks
- Generate public debate and discussion



Limitations of Mass Media

- Their job is **news**, not education, **events**, not issues or principles



Address  http://www.inq7.net/

[About INQ7](#) | [Advertise](#) | [Register](#) | [Discussions](#) | [Syndication](#) | [Mobile Services](#) | [Help](#) | [Search](#)



An Inquirer and GMA Network Company



Linux Solutions, Inc.

Tuesday, June 22, 2004 , Philippines [Home](#) | [News](#) | [INQ7money](#) | [Global Nation](#) | [Jobmarket](#)

ELEKSYON 2004

[TALLIES](#) | [RUNNING ACCOUNT](#) | [WIRELESS SERVICES](#) | [GMA7 VIDEO](#) | [DZBB AUDIO](#) | [PARTNERS](#) | [FEEDBACK](#)

Let's rebuild nation, Lacson urges losers

All-news format | Text-only

Breaking News | More Stories

- ▶ 12:11 PM: Shares close flat on political jitters
- ▶ 11:58 AM : Judge shoots another judge in Pangasinan
- ▶ 11:53 AM : Palace: Rogues behind bomb, spikes to be charged
- ▶ 11:45 AM : Macapagal extends reconciliation offer anew | Video



JAWORSKI SHOOTOUT
video/story

Breaking News sponsored by **Rockwell Land**

CONGRESS TALLY View final Namfrel tally

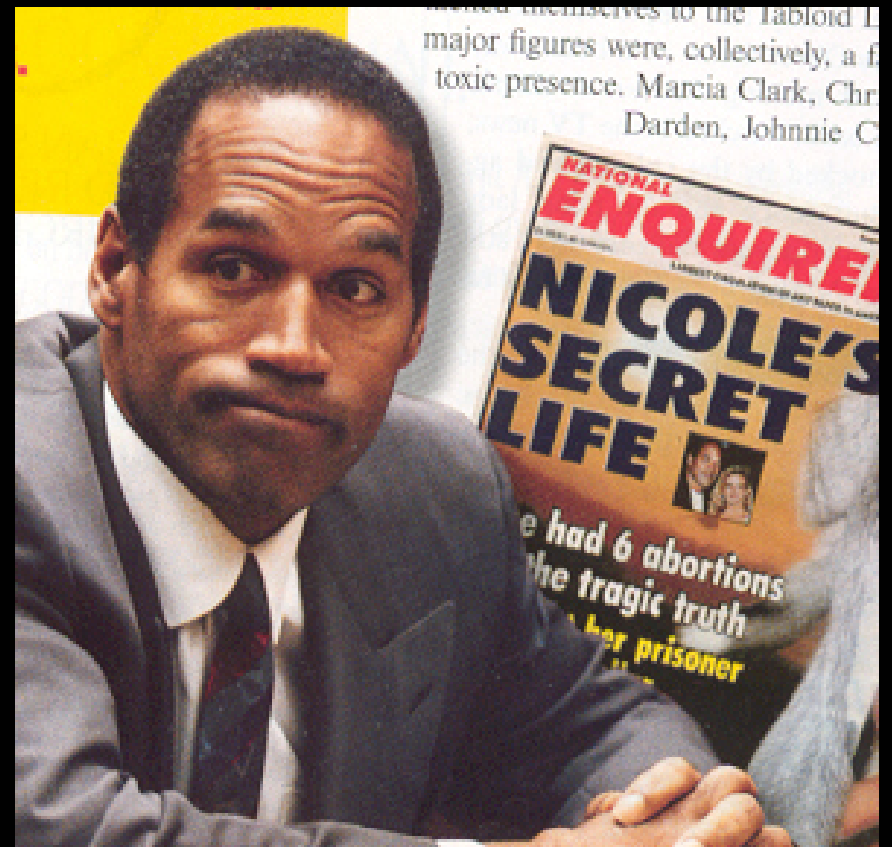
President		Vice-President	
MACAPAGAL-ARROYO	12,905,808	DE CASTRO	15,100,431
POE	11,782,232	LEGARDA	14,218,709
LACSON	3,510,080	AQUINO	981,500
ROCO	2,082,762	PAJO	22,244
VILLANUEVA	1,988,218	Official canvass 176 of 176 CoCs	

GET LATEST TALLIES IN RUNNING ACCOUNT
Text INQ7 ELEK to 2207 (Globe) and 386 (Smart) for mobile phone updates

● Consider *politics* more newsworthy than science

Limitations of Mass Media

- Cover *viewpoints*, not truths
- View risk as *dichotomous* – safe or not
- Provides more what the public *wants*, not what the public needs



Small Media

- CATS
- Tambuli



CATS

- Highly participatory
- Involves stakeholders in all aspects of communication strategy



Group communication

- Symposia
- Site tours
- Workshops
- Trainings
- Community dialogues
- Panel discussions



Interpersonal Communication

- Knowledge foundation of positive attitude and subsequent behavior

- Credibility of source



Advocacy

- **Classical definition**

The process of:

- creating support
- building consensus
- fostering a favorable climate
- and a supportive environment



Advocacy

Towards a specified issue or cause throughout a set of *planned and organized actions* undertaken by a group of individuals or organizations working together



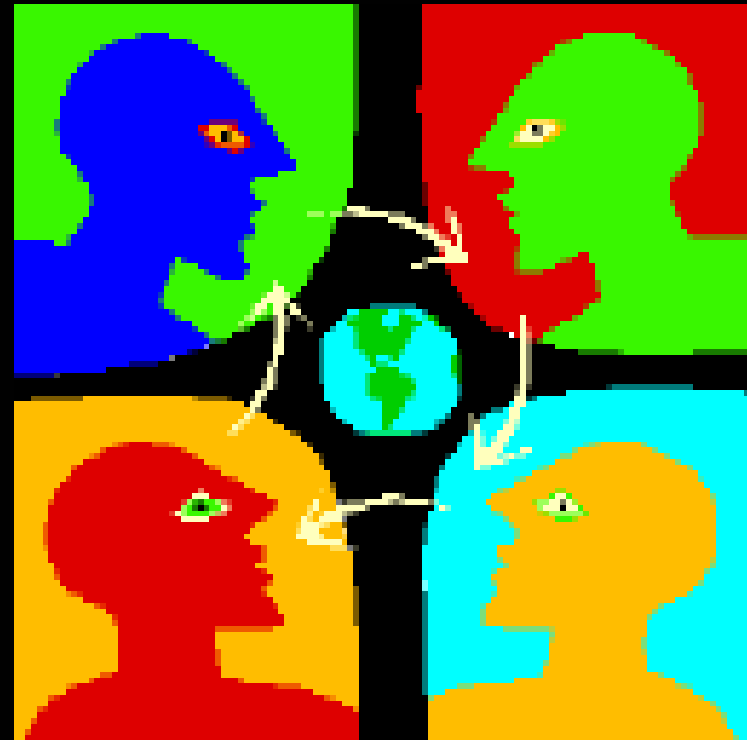
Advocacy tools

- Lobbying
 - Process of achieving public policy goal through the selected application of political pressure
- Petitioning
 - A way of making a point and trying to exert a collective pressure upon decision-makers



Role of Communicator

- Facilitation
- Mediation
- Consensus-building



Thank you!

