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# Using the electronic media for science communication

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#### Camera movements

Panning: horizontal movement of camera

Tilting: vertical movement of camera

Dollying: camera and tripod moving in or moving out

Tracking: camera and tripod moving horizontally, left/right

Zoom in/out: camera lens closing in/moving away

#### Scriptwriting tips

Avoid long sentences

Don't overload viewer with facts, figures, or details

Use clear, unmistakable terms

Make message clear so viewer can understand with ease

Script to complement intended visual image

Script to be flexible to facilitate late adjustments

#### Personnel

Producer/director: responsible for total program; ensures all shots are taped as scripted or planned; coordinates production crew and support personnel; directs camera operator and talents

Production assistant: monitors program continuity; notes progress and time of all shots, assists director when required

Camera operator: operates camera as advised by director

Audio/video operator: monitor picture and sound level; records the program

Host/voice talent

Resource persons/interviewees

Other production crew

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Selwyn Clyde Alojipan, Mosaic Communications

Trends in today's communication show that people want easy access and low cost, efficient interconnectivity and interactivity; convergence of information technology, television and telephone, multimedia; speedy and fast change; and stylized and packaged information bits.

Electronic communication can do all these through the e-mail, the newsgroup, webpage, Internet chat, and Internet messaging; computer telephony integration; video conferencing; and unified global messaging. On the internet, however, offering free information is the best way to gain audience acceptance and loyalty. But you should not impose on your readers attention until they give you permission.

In communicating scientific information, one must have in mind a specific target audience. It would be helpful to know the age and educational attainment, geographic location and environment, technical and economic capacity, social and cultural background, personal orientation and guides preferences, language, tone, and delivery style.

The characteristics of the internet media is that it has no geographic boundaries. But it has standardized multiple file formats, text only or multimedia, personal or impersonal and interactive and very quick feedback.

It is important to know the sources of scientific data in the electronic media. These can be remote sensors or automated data loggers, interactive relational databases, archives and libraries (which are pre-electronic), expert testimony, scientific papers and reports, technical manuals, guides and references, and popularized news and magazine article.

Make sure that the information is compressed or compact to highlight things that

would be easy to digest at one time in one glance. This is important in design. But before design can be made, one must first conduct a needs assessment, do an audience analysis, define objectives and content, identify development options and prepare evaluation strategies.

In design, it would be helpful to emulate successful ads and information campaigns, apply knowledge of human nature, display the message often and repeat as needed, emphasize the message but don't emphasize everything, and end your presentation well.

For electronic distribution of publications, an organization can distribute copies by e-mail, file transfer or diskette, post the contents on a website, produce an online presentation version, and/or write the contents on CD-ROM. ###

**new Secretary-General ... from page 4**

Senior Adviser and Expert in Aquaculture Development.

He has written at least 20 scientific papers on fish culture and fish spawning. He has received several awards from Kasetsart University and DOF Thailand for some of these.

Mr. Panu has presented research papers in aquaculture conferences in the United Kingdom (1990), Vietnam (1992), China (1995), Egypt (1996), Philippines (1997) and Africa (1997); and attended training programs on aquaculture in the Philippines (1983), Japan (1984), and China (1992). ###