

COMMUNICATING SCIENCE DURING PUBLIC CELEBRATION DAYS

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ABSTRACT

This study focuses on the work done by our science communication team during days which were traditionally used for other business rather than learning, expressly traditional celebrations. Choosing ones with science and technology learning opportunities, The theme of "Make Everyday a Mandela Day" along with looking at employing Indigenous Knowledge System (IKS) at these celebrations, was used.

WHAT ARE PUBLIC CELEBRATION DAYS

South Africa has 12 Official Public holiday that are derived from various political and religious background

Some days are celebrated even though they are not adopted as Public Holidays

Days discussed in this study include:

1. Human Rights Day
2. Youth Day
3. Women's Day
4. Mandela Day



HOW ARE THEY CELEBRATED (TRADITIONAL VS THROUGH SCIENCE COMMUNICATION)

1. HUMAN RIGHTS DAY

- Celebrated on the 21 March Each Year based on the events that took place in Sharpeville in 1960.
- It is commemorated in Sharpeville, with people visiting graves, gathering at Sharpeville Precinct then going to George Thabe Stadium for political and religious Address.
- How do we communicate science then? By **simply** introducing themed science exhibits, IKS games. In other instances we were able to introduce science shows.

2. YOUTH DAY

- Celebrated on the 16 June Each Year based on the events that took place in Soweto in 1976
- The Soweto uprising was a series of demonstrations and protests led by black school children in *South Africa*
- Normally marked by drinking brawls, political discussion and musical festivals
- We conduct a series of discussions and encourage dialogue using science shows, music inspired by science, exhibits and the use of IKS

3. WOMENS DAY

- Celebrated on 9 August Each year based on the events that took place in 1956 at the Union Buildings
 - We celebrate this day during national science week
 - It has been termed women in science celebration
 - The centre invites Female scientist to gives talks to girl learners and female community members
- Amongst previous visitors we have hosted a pilot, an engineer and a doctor



4. MANDELA DAY

Nelson Mandela International Day (or Mandela Day) is an annual international day in honour of Nelson Mandela, celebrated each year on 18 July, Mandela's birthday. The day was officially declared by the United Nations in November 2009, with the first UN Mandela Day held on 18 July 2010

We invite disadvantaged communities to the science centre or visit them

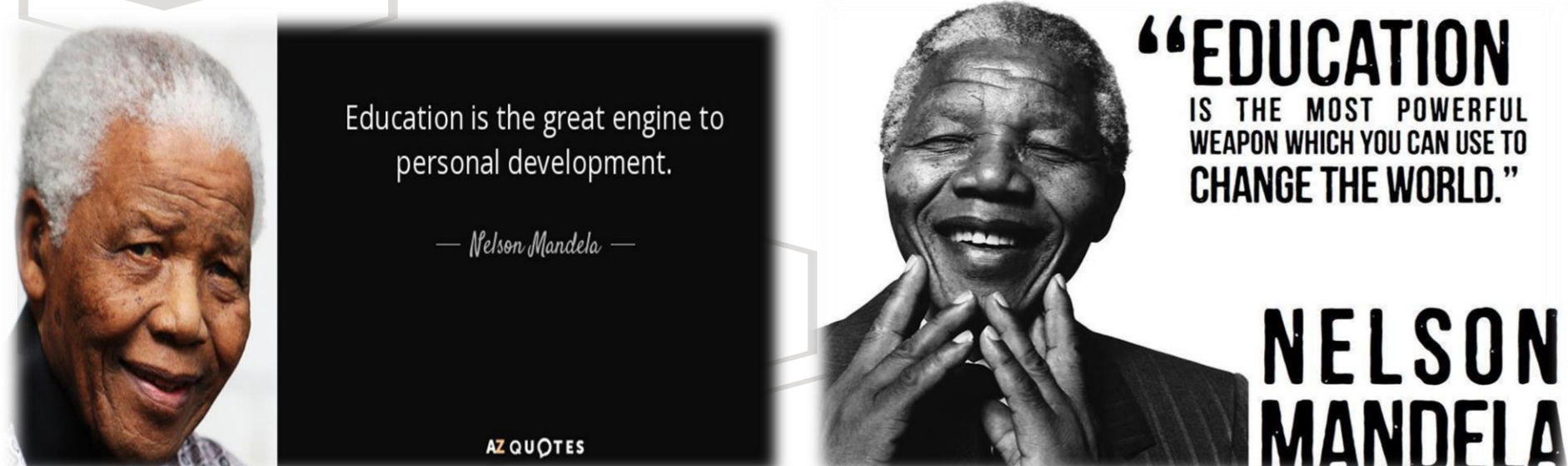
- This is based on a CSI programmes,
- Community outreach
- School visits

Work done includes workshops, science fictional movies and exhibitions

THIS IS WHERE WE ADOPT THE THEME: "Make everyday a MANDELA DAY." by using similar means of science communication even way after the event has taken place.

This has become what ArcelorMittal South Africa values, thus they developed the three science centres in the country.

All the other celebrations through science communications are what the Late President Dr. Nelson Mandela would have loved to see happening with the education in the country as he said:



WHAT HAS BEEN ACHIEVED?

Totals Reached by Science Communication Team

Year	HRD	YD	WD	MD	Total
2015	459	306	122	120	997
2016	253	281	153	112	799
2017	556	103	241	185	1085

HRD - Human Rights Day; YD - Youth Day; WD - Women's Day; MD - Mandela Day

WHO HAS BEEN TARGETED?

Year	< 18	> 18 = 35	> 35 = 65	> 65	Total
2015	644	231	109	13	997
2016	430	281	81	7	799
2017	672	225	169	19	1085

WHAT IS THE SIGNIFICANCE?

- Science advancement and awareness can be achieved at the least expected areas
- Although the targeted group shows more learners, the reach is far important as senior citizens were involved in the activities
- With lack of women scientists, it was encouraging to notice the involvement of girl learners and adult females being part of the celebrations
- More can be done though since the political landscape in the country allows for more gathering and if planned well more communities can be reached