COMMUNICATING SCIENCE DURING PUBLIC CELEBRATION DAYS
- Daniel Motsapi
Science Communications Specialist; ArcelorMittal Science Centre RSA
daniel@amsasciencecentre.co.za +27169880507/1369/+27736145127

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. WOMEN'S 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

WHAT HAS BEEN ACHIEVED?

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<th>Year</th>
<th>HRD</th>
<th>YD</th>
<th>WD</th>
<th>MD</th>
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<tbody>
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<td>306</td>
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<td>997</td>
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<td>2016</td>
<td>253</td>
<td>281</td>
<td>153</td>
<td>112</td>
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<td>2017</td>
<td>556</td>
<td>103</td>
<td>241</td>
<td>185</td>
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WHO HAS BEEN TARGETED?

<table>
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<td>231</td>
<td>109</td>
<td>13</td>
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<tr>
<td>2016</td>
<td>430</td>
<td>281</td>
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<tr>
<td>2017</td>
<td>672</td>
<td>225</td>
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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

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 CST 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:

"EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD."

NELSON MANDELA