

## “SCIENCE MEDIA FOCUS” WITH A TOUCH OF THAI CULTURE

Sasithorn Teth-uthapak  
Organizational Communication Department,  
National Science and Technology Development Agency,  
Pathum Thani, THAILAND

### Abstract

Generally, science and technology (S&T) are considered knowledge from the West. This brings alienation of S&T knowledge from daily life of lay people who are familiar with the products of S&T rather than knowledge itself. Moreover this alienation also sets apart S&T and the Thai culture. The project “Science Media Focus” was initiated as a part of the activities in the National Science Week 2005. It aimed at raising public awareness in a variety of media as a means of communicating science to young people who were not much interested in S&T or attracted to traditional culture. It was a double-purpose effort to bring S&T and Thai culture into one stance. Thai fine arts were used in the design and decoration of the total exhibition space to create Thai ambience in presenting science media, for example, books, magazines, learning kits, television programs, animations, ICT and internet, and other activities. Thai performing arts such as traditional dance, mask drama, and Thai opera were offered to attract and to communicate S&T message to visitors. “Science Media Focus” was a unique presentation among other exhibitions and activities in the event of the National Science Week that had Western flavor. It had a fraction of space within the total National Science Week exhibition area. Despite a small space, the success brought into light how S&T and Thai culture could come closer in a meaningful way and were welcome by modern audience.

**Keywords:** science media, public awareness, science communication, Thai performing arts

### WHY Science Media Focus

- Nowadays, science content is presented through a variety of modern media, which attract great interest from young people. Many techniques are used for arranging and modifying content in order to inform and to attract general public and young audience.
- “Science Media Focus” was a rather non-conventional initiative as a part of “Thailand’s National Science Week”, which is annually funded and organized as a national agenda by the Ministry of Science and Technology. Usually, in an event like this one there are products from various media producers to show and sell. Science Media Focus opened a new opportunity for relevant producers of science media to meet in action and to participate with their customers, especially, young people. And it was done in a non-conventional style of exhibition and presentation, that was science and Thai fine arts were brought to give a new flavor to how science could be communicated



**Science content is presented through a variety of media, from hi-tech to hi-touch which attracted large number of visitors to the exhibition area.**

### WHAT Science Media Focus

- A double-purpose effort to bring Science and Technology, and Thai culture into one space. The exhibition and activities of Science Media Focus were displayed and performed on a 200-m<sup>2</sup> space with Thai fine art design and decoration.



With a double-purpose of “Science Media Focus”, the exhibition and activities were displayed and performed with Thai fine arts decoration in one space

### HOW Science Media Focus

- **THAI PERFORMING ARTS** – titled “Science Communication through Thai Art” (Sart Silp Thai Sue Sarn Widtayasart – ๑-๒๓๑°๑°&๑°๕๑๑ ๑๒๑-๑๑°๑๑-๑-๒๓๑°), to communicate Science message to the audience.
- **EXHIBITION** (posters, books, magazines, learning kits, scientific kits, excavation kits, television documentaries, animations, computer and internet), participated by the media producers.
- **ACTIVITIES** (Find the Genius, Rally Show, Go Genius, etc.) for youths.



Thai Performing arts were employed to convey science message in an indirect way and also compatible with Thai cultural context. Modernity joined tradition without problem.

The interest and attentiveness from the audience implied that the traditional arts could be an alternative way to communicate science with the public. It also brought science and arts to come closer for the benefit of the whole society.

### WHEN Science Media Focus

The project was carried out at “National Science Week 2005”, 23-28 August 2005, Thailand.

## Alliance of Science Media Focus

Science Media Focus brought public and private sectors to work together and to open dialogue among them and with the audience through participatory activities.

### *Public Sector:*

- Ministry of Science and Technology (<http://www.most.go.th>)
- National Science and Technology Development Agency (<http://www.nstda.or.th>)

### *Private Sector:*

- National Geographic Magazine (Thai edition), Amarin Printing and Publishing PLC. (<http://www.ngthai.com>)
- UpDATE Magazine, SE-EDUCATION PLC. (<http://update.se-ed.com>)
- Sarakadee Magazine (<http://www.sarakadee.com>)
- beboydcg Co., Ltd. (<http://www.beboydcg.com>)
- Bongkoch Publishing Co., Ltd. (<http://www.bongkoch.com>)
- TV Burabha Co., Ltd. (<http://www.tvburabha.com>)
- DIGITUP Co., Ltd. (<http://www.digitup.com>)
- Thai Watana Panich Publishing Co., Ltd. (<http://www.twp.co.th>)
- Matichon PLC. (<http://www.matichonbook.com>)



The alliances of "Science Media Focus".