

Commonwealth Science Council **Communication Techniques Workshop**

## ORGANIZATION OF THE WORKSHOP

i. Conference Arrangements

- Aim of the Workshop: To demonstrate to the participants a model of a course on Communication Techniques that could be conducted nationally for those responsible for the transfer of scientific information, whether at the laboratory, institutional or organizational level, to different recipients
- Dates: 21 - 28 April 1976
- Venue: East African Community Management Institute, Arusha, Tanzania
- Organizers: The Commonwealth Science Council, Africa House, Kingsway, London WC2B 6BD  
Tanzania Scientific Research Council, PO Box 4302, Dar-es-Salaam, Tanzania
- Sponsor: Commonwealth Fund for Technical Cooperation, Marlborough House, Pall Mall, London SW1
- Participating Countries and Organizations: Botswana, Cyprus, Ghana, Guyana, Kenya, Lesotho, Tanzania, Zambia, East African Community, International Development Research Centre
- |                                  |                             |                   |
|----------------------------------|-----------------------------|-------------------|
| Contact for further information: | Course Programme            | - Dr M N G A Khan |
|                                  | Administrative Arrangements | - Mr I A N Munisi |
|                                  | Press and Publicity         | - Mr N J Harman   |

ii. Participants

BOTSWANA	Mr A V Lionjanga Private Bag 0026 Gaborone
CYPRUS	Mr G P Petrides Geologist Ministry of Agriculture and Natural Resources Geological Survey Department Nicosia
GHANA	Mrs B M O Clerk Council for Scientific and Industrial Research PO Box M32 Accra
KENYA	Mr J K Gitau Ministry of Agriculture PO Box 30028 Nairobi  Miss I N Kamau National Council for Science and Technology PO Box 30007 Nairobi  Mr G O Ogola Ministry of Agriculture PO Box 30028 Nairobi
LESOTHO	Dr P E Khabele National University of Lesotho Roma

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- TANZANIA
- Dr. K. Hirji,  
Department of Zoology,  
University of Dar-es-Salaam,  
P.O. Box 35064,  
Dar-es-Salaam
- Mr. A.M.K. Mtoi,  
Tanzania Information Services,  
P.O. Box 9142,  
Dar-es-Salaam
- ZAMBIA
- Mr. E.J. Zimba,  
National Council for Scientific  
Research,  
P.O. Box CH158,  
Chelston,  
Lusaka
- iii. Observers
- EAST AFRICAN  
COMMUNITY
- Dr F Kamunvi  
East African Medical Research  
Council  
East African Community  
P O Box 1002  
Arusha, Tanzania
- GUYANA
- Dr Patrick A Munroe  
Secretary-General  
National Science Research Council  
44 Pere Street  
Kitty, Greater Georgetown
- IDRC
- Mr Robert LeBlond  
Programme Officer  
Information Science Division  
IDRC/EARO  
P O Box 30677  
Nairobi, Kenya
- UNESCO
- Dr R H Maybury  
UNESCO Regional Office of  
Science & Technology for Africa  
P O Box 30592  
Nairobi, Kenya

iv. Resource Team

- |   |   |
|---|---|
| MR P J BOYLE  | Director<br>Commonwealth Bureau of<br>Pastures and Field Crops<br>Hurley<br>Maidenhead SL6 5LR<br>UK                  |
| MR N J HARMAN                                       | Director<br>Information Division<br>Commonwealth Secretariat<br>Marlborough House<br>Pall Mall<br>London SW1<br>UK    |
| DR M N G A KHAN<br>(Course Director)                | Assistant Secretary<br>Commonwealth Science Council<br>Africa House<br>Kingsway<br>London WC2B 6BD<br>UK              |
| MRS J KIMEMIAH                                      | Kenya Institute of Administration<br>PO Lower Kabete<br>Kenya   |
| MR I A N MUNISI<br>(Administrative<br>Arrangements) | Tanzania National Scientific<br>Research Council<br>PO Box 4302<br>Dar-es-Salaam<br>Tanzania                          |
| MR D K OPARE-SEM                                    | Council for Scientific and<br>Industrial Research<br>PO Box M32<br>Accra<br>Ghana                                     |
| MR D J PLUMB  | Consultant Typographer and<br>Chairman, Society of<br>Typographic Designers<br>1 Cheyne Walk<br>Croydon CRO 7HH<br>UK |
| MR D G THOMAS                                       | Secretary<br>Commonwealth Science Council<br>Africa House<br>Kingsway<br>London WC2B 6BD                              |

v. Workshop Programme

DAY 1

Morning

Introduction to the Workshop	D G Thomas
Introduction of Participants	
Elements in Scientific Information Brief outline of the primary elements in scientific communication	P J Boyle
Communication to Meet Different User Needs The importance of varying the form and style of communication, oral and written, to meet the peculiar needs of different users	D G Thomas

Afternoon

Oral Presentation and Visual Communication How the skills of oral presentation can be acquired, given the right approach	D G Thomas D J Plumb
Presentation Practice	

Evening

Film and discussion

DAY 2

Morning

The Scientist and the General Public The important points to take into consideration while taking part in radio and television presentations and dealing with the Press	N J Harman
Radio and TV Presentation Practice	N J Harman

Afternoon

Radio and TV Presentation Practice (contd.)	N J Harman
Writing of Press Releases	N J Harman

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DAY 3

Morning

The Printed Word Processes involved in producing printed material	D J Plumb
Scientific Writing and Editing The preparation and editing of articles to be published in scientific journals	P J Boyle
Writing for a Technical and Non- technical Readership The different approaches necessary to meet the needs and interests of different readerships on different subjects	D G Thomas

Afternoon

Organization of Conferences and Seminars	D G Thomas
How planning and organization can contribute to the success of conferences	J Kimemiah N J Harman
Exhibitions, Open Days and Displays Planning and organization required to ensure the success of open days and exhibitions	D G Thomas D J Plumb N J Harman

DAY 4

Morning

Submissions to Committees How to communicate effectively with Committees	J Kimemiah
Pooling Experiences in Discussion Benefits that could be gained from proper conduct of meetings	J Kimemiah

Afternoon

Pooling Experiences in Discussion Practical session	J Kimemiah N J Harman
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DAY 5

Whole Day

Communicating in Research Management	D G Thomas
Case Study	J Kimemiah
Group study of practical problems in R&D Management by involvement in a simulated situation	P J Boyle
	N J Harman

Evening

Film

DAY 6

FREE

DAY 7

Morning

Information Systems and Services in Science and Technology	P J Boyle
Different components of a scientific and technical information system	

Afternoon

Organizing National Information Systems	P J Boyle
Basic outlines and functions of a national information system	D K Opare-Sem
National Information Systems	P J Boyle
A case study	D K Opare-Sem

DAY 8

Morning

Guidelines for Planning National Information Systems	M N G A Khan
Systematic approach to planning national information systems	D K Opare-Sem
Guidelines for Planning National Workshops	M N G A Khan
	D G Thomas

DAY 8 (contd)

Afternoon

Evaluation of the Present Workshop  
Critical assessment of present  
workshop with a view to improving  
the relevance and quality of future  
national or regional endeavours

D G Thomas  
M N G A Khan

Evening

Workshop Dinner

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SPEECH ASSESSMENT FORM

Topic .....  
 Speaker ..... Date .....  
 Evaluator ..... Allotted Time .....

(Underline whichever is applicable)

1 MATERIAL

Clarity	Very Good	Good	Fair	Poor
Sequence	Very Good	Good	Fair	Poor
Relevance	Relevant	OK	Irrelevant	
Technical Content	Very Good	Good	Fair	Poor
Accuracy	Very Good	Good	Fair	Poor

2 PRESENTATION

Timing	Very Good	Good	Fair	Poor
Eye Contact	Very Good	Good	Fair	Poor
Voice				
Volume	Too Loud	OK	Too Soft	
Speed	Too Fast	OK	Too Slow	
Variation	Very Good	Good	Fair	Poor

3 VISUAL AIDS

Quality	Very Good	Good	Fair	Poor
Information Content	Too Much	OK	Too Little	
Legibility	Very Good	Good	Fair	Poor
Use	Satisfactory		Unsatisfactory	

4 ANSWERING QUESTIONS

Very Good	Good	Fair	Poor
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5 SUMMARY

The talk as a whole	Very Good	Good	Fair	Poor
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REMARKS .....  
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## Commonwealth Science Council      Communication Techniques Workshop

East African Community Management Institute,

Arusha, Tanzania

April 1976

## WORKSHOP ASSESSMENT FORM

A critical assessment of the present Workshop will help us to improve the quality and relevance of our future National and Regional endeavours. Please attempt to fill in the individual sections of the form while the Workshop is in progress and hand in the completed form at the concluding session.

Please answer all queries by circling the appropriate number on each graded scale

Name

Brief job description

Specific reasons for attending the Workshop

## WORKSHOP AIMS

	Completely			Not at all	
Did the Workshop achieve its stated objectives?	5	4	3	2	1
To what extent were your specific aims met?	5	4	3	2	1

## COURSE CONTENT

	Too advanced			Too elementary	
Course subject level	5	4	3	2	1

## COURSE LENGTH

	Too long			Too short	
Was the Course	5	4	3	2	1

## TEACHING AIDS

	Very satisfied			Not satisfied	
How satisfied were you with the Equipment (visual aids etc)?	5	4	3	2	1
Literature (lecture notes etc)?	5	4	3	2	1

Over

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WORKSHOP ADMINISTRATION

Very satisfied

Not satisfied

How satisfied were you with the

Planning and organization of the course?	5	4	3	2	1
Teaching accommodation (seating, audibility etc)?	5	4	3	2	1
Living accommodation (rooms and meals)?	5	4	3	2	1

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SUBJECT MATTER

Which are the subject matters you consider

Extremely relevant

Irrelevant

Elements in Scientific Information	5	4	3	2	1
Communication to Meet Different User Needs	5	4	3	2	1
Oral Presentation	5	4	3	2	1
Visual Communication	5	4	3	2	1
The Scientist and the General Public	5	4	3	2	1
The Printed Word	5	4	3	2	1
Scientific Writing and Editing	5	4	3	2	1
Writing for Technical and Non-Technical Readership	5	4	3	2	1
Organization of Conferences, Seminars and Meetings	5	4	3	2	1
Exhibitions, Open Days and Displays	5	4	3	2	1
Submission to Committees	5	4	3	2	1
Pooling Experience in Discussion	5	4	3	2	1
Communicating in Research Management - A case Study	5	4	3	2	1
Information Systems and Services in Science and Technology	5	4	3	2	1
Organizing National Information Systems	5	4	3	2	1
Guidelines for Planning National Scientific and Technological Information Systems	5	4	3	2	1
Guidelines for the Organization of Training Courses, Seminars and Workshops	5	4	3	2	1

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GENERAL COMMENTS

Including suitability and effectiveness of programme

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Over

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OVERALL ASSESSMENT OF THE WORKSHOP

- Bearing in mind the effectiveness of the course programme and administrative arrangements, what is your overall assessment of the Workshop?
- 5 Excellent
  - 4 Good
  - 3 Fairly Good
  - 2 Below Average
  - 1 Unsatisfactory
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POSSIBILITIES

- What are the possibilities of you initiating a National Workshop?
- 5 Definite
  - 4 Good
  - 3 Fairly Good
  - 2 Poor
  - 1 Don't intend to
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\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Participant