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Message frames: Personal constructs and social discourses on genetically modified organisms (GMOs) developed via crop biotechnology

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This study aimed to describe how GMO messages, specifically on crop biotechnology are communicated to farmer leaders and traders, how they make sense of these messages and how they utilize such messages when participating in societal discourses regarding science. In general, five themes were used when communicating the concept of crop biotechnology and GMOs to farmer leaders and traders. These themes are: the basic science of biotechnology, food safety risk assessment (which includes feed safety and labeling), environmental safety assessment, government regulation of GMOs and global trade of GM crops. Farmer leaders and traders form personal and social constructs as they make sense of key messages framed by the different government agencies. Personal constructs are largely dependent on how much they know about the technology and how much they perceive the benefit to them will be. Social constructs, on the other hand, as strengthened by social discourse tends to validate personal constructs but is not a guarantee that it will sway or change an individual's belief about the technology. Personal constructs, however, are strengthened if the social constructs or beliefs within the community are consistent with the individuals'. Based on the results of the study, personal constructs are solid, concrete and well-founded in terms of the basic science of biotechnology and its applications. However, as food and environmental risk safety are major concerns as expressed in personal constructs, when engaged in societal discourses, these social constructs tend to carry more complex themes such as government regulations of GMOs, global trade of GM crops and economic competitiveness as farmer leaders and traders makes sense or understand information from various sources. Although biotechnology adoption is seen as a major element in the promotion of Philippine agricultural development, the communication gap may be well placed in the numerous communication channels and networks involved in its regulation that needs harmonization. Thus, future science communication efforts need to be based on a systematic and empirical awareness and understanding of the audience's values, knowledge and attitudes in relation to their respective interpersonal and social contexts. Preferred media sources and communication channels should also be taken into account. At present, the public debate between the proponents and critics are confusing farmer leaders and traders instead of empowering with information that can help them make decisions and gain control over their own lives. Biotechnology, like any other technology, can empower people enough to hold the government and its regulatory bodies accountable for decisions made.

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A study on the strain and function of one-humped dromedary footpad

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The purpose of this study is to describe and identify the evident analysis of one humped dromedary foot. The analysis impacts in fine sand of the camel sole in slipper regions would be used in diagnosis of foot and footpad disorders. Behavior of sole pad penetration into sand was predicted on camel's fore and rear feet using computed technique, for the corresponding sections at the same weights and speeds and for their selected identity. For analysis, a 3D model was used. The results revealed that, their planter surfaces were separated from the ground by footpad and the interdigital notch of the sole pad were appeared with various scales and colors.

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