

An Effective Strategy on Knowledge packaging and Delivery dynamics towards S&T literacy to transform common mass into science oriented society (SOS) through learning - participating - understanding mechanism

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Abstract. *Presently knowledge packaging & delivery of science communication is formal and inefficient, as a result in S&T literacy, situation is shaky and unsustainable. More effective enhancing communication packages between researchers, education institutions and general public are needed; exchange of experiences with various technologies, and analysis of their respective benefits; dissemination of knowledge to sustainable development is also needed. The time needs highly accurate and nano-level analysis and re-synthesis of communication strategies to disseminate science. We have to create Information based science communication technology, in terms of technical and human capacity with interactive knowledge networks to improve understanding and enhance exchange of ideas to transform information into knowledge and knowledge into adequate government policies and packages on techniques, methodologies, dissemination methods, advocacy approaches and regulations in science communication. It may be used as background for the eventual determination of a strategy for*

establishing a delivery dynamics which can permit organizations within in the region to become familiar with one another, learn from one another and collaborate when appropriate. Hence, there is an urgent need today, in science communication to conduct integrated, innovative and collaborative research to obtain the required information and solve the constraints and problems in everyday life; and need to seek people's participation at the grassroots level, thereby making them full partners in the research and development work to develop science oriented society (SOS).

Keywords. Advocacy, Delivery-Dynamics, Knowledge-Packaging, Knowledge-Network, Science Oriented Society (SOS), S&T literacy.