

Challenges posed by yellow corn industry to the Kadaclan communication systems

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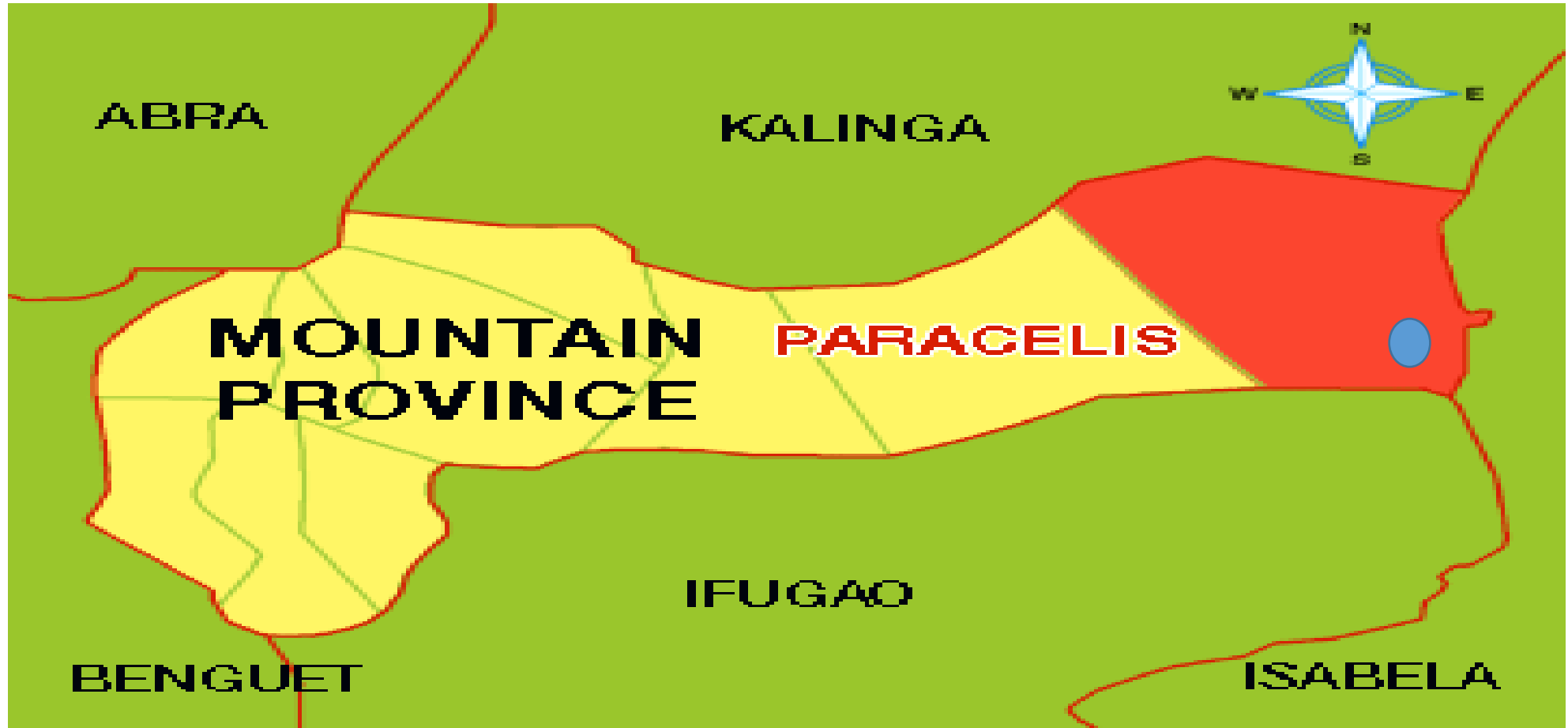


Objectives of the Study

- Identify community institutions that are used for communication in the Kadaclan community;
- Describe the communication systems of the Kadaclan people that play a role in the yellow corn industry; and
- Describe the changes in the indigenous communication systems of the Kadaclan within the context of the yellow corn industry.



Research site



Indigenous communication systems and culture

Indigenous communication systems come in different

Forms

and

Channels



Inseparable from

daily **economic activities|**

social relationships|

natural resource management|

and

culture

Indigenous communication systems of the Kadaclan people

Indigenous communication includes:

entertainment

transmission of knowledge

news

social exchanges of every type

announcements



Language is central to self identity

Indigenous communication systems as an important element of Culture

- Communications systems spur action
- For warning and precaution
- Maintain and restore harmonious relationships
- Socio-cultural activities
- Transmission of knowledge and values
- Teach management of natural resources



Community institutions and communication systems

| Institution | Communication system |
|-------------|--|
| Changas | Exchange of information is spontaneous. Generic topic |
| Ub-ubfu | Communication process is focused on matters that are material to the group doing the ub-ubfu |
| chuyas | Oral poetry, chants and spoken advise to celebrate and advise new couple |
| utuy | Communication is done through chants and recitations to comfort family and recount the achievements and life story of the deceased |
| Ap-apuy | Spontaneous, no specific agenda at hand |
| funi | Healer acts of both sender, and medium of communication |

Choryang... Filfilisu... Fiayfiay-os...Paliwat....salidummay

Indigenous Communication systems and modern yellow corn farming

Both Indigenous and “more modern” communication systems and institutions were crucial in disseminating information about yellow corn



Changes in the Communication systems within the context of yellow corn industry

1. Evolution/ loss of some language
2. Mixing of indigenous and exogenous communication systems
3. Economic activity = socioeconomic changes (mutual aid systems, customary conflict resolution systems, etc.)
4. Community Power relations (e.g. Rise of community elites)



| Kadaclan language | New counterpart |
|-------------------|---------------------|
| <i>Uma</i> | <i>bangkag</i> |
| <i>Samor</i> | <i>Mura or mula</i> |
| <i>Osad</i> | <i>planteria</i> |
| <i>Fiatak</i> | <i>buras</i> |

Conclusion:

- Indigenous Channels of Communication have high credibility in their own communities
- Evolution and loss of some Language
- Disintegration of communication systems within the customary governance structure
- Deterioration of spirit of community mutual help systems
- Rise of community elites and creating divide in the community



Thank you!

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