







the 'information' and 'communication' fields. The 'information' field is defined as:

...the study of the nature, creation, organisation, storage, retrieval, dissemination and use of information, and the social, cultural, economic and political contexts in which these activities take place. (p. 1)

The 'communication' field is defined as:

...the study of the nature, creation, organisation, storage, retrieval, dissemination and use of communication, and the social, cultural, economic and political contexts in which these activities take place. (p. 1)

These definitions are very broad and cover a wide range of topics. However, they do provide a useful starting point for discussing the relationship between information and communication studies.

One of the main reasons for the confusion between information and communication studies is the fact that they both deal with the same basic concepts. For example, both fields deal with the concepts of information, communication, and media. This makes it difficult to distinguish between the two fields.

Another reason for the confusion is the fact that the two fields have a long history of overlap. For example, the field of library science, which is a part of information studies, has a long history of dealing with communication issues.

Despite the confusion, it is important to recognise the differences between information and communication studies. Information studies is more concerned with the technical aspects of information, while communication studies is more concerned with the social aspects of communication.

Information studies is also more concerned with the storage and retrieval of information, while communication studies is more concerned with the dissemination of information. This difference in focus is one of the main reasons for the confusion between the two fields.

Another difference between the two fields is the fact that information studies is more concerned with the individual user, while communication studies is more concerned with the social context of communication. This difference in focus is also one of the main reasons for the confusion between the two fields.

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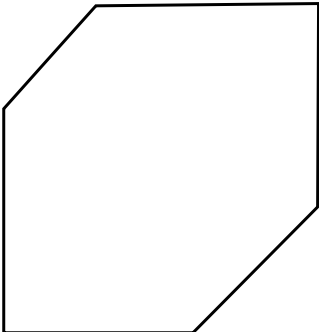








The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights the need for researchers to be sensitive to the values and beliefs of the communities they are studying. This is particularly important in the field of education, where cultural differences can significantly impact learning outcomes. The paper then moves on to discuss the challenges of conducting research in diverse cultural settings. It notes that researchers often face difficulties in establishing rapport with participants and in interpreting their responses. To address these challenges, the paper suggests several strategies, including the use of local researchers and the development of culturally appropriate research instruments. The final part of the paper discusses the importance of sharing research findings with the community. It argues that research should not be conducted in a vacuum, but should be a collaborative process that involves the community from the beginning to the end. This approach can help to ensure that the research is relevant and useful to the community, and can also help to build trust and rapport between researchers and participants.





16. Backlot

EVENTS

PARTRIES

SHOTS

1,445 ft²

17. Parking Lot

PARKING

BAC K



1. Entering

2. **Barior**

3. **Buipen**

4. Conference Room 1

5. Office

6. Office 2

7. Office

8. Office 4

9. Conference Room 2

10.0 fifice

1.1. Restrooms

12. *Knit* *then*

13. **General** **Room**

14.studio/Warehouse





















1

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1

2

1

3



1

5

16





6



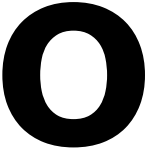
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2







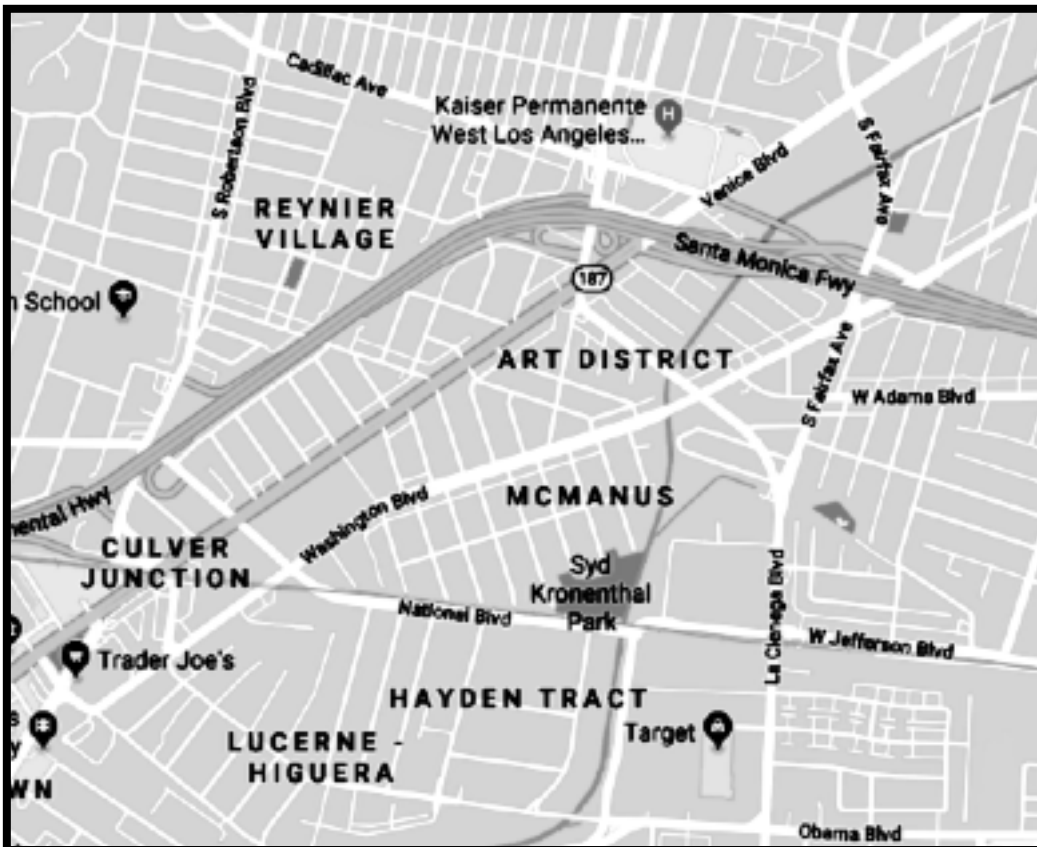




17. Arkling Lot



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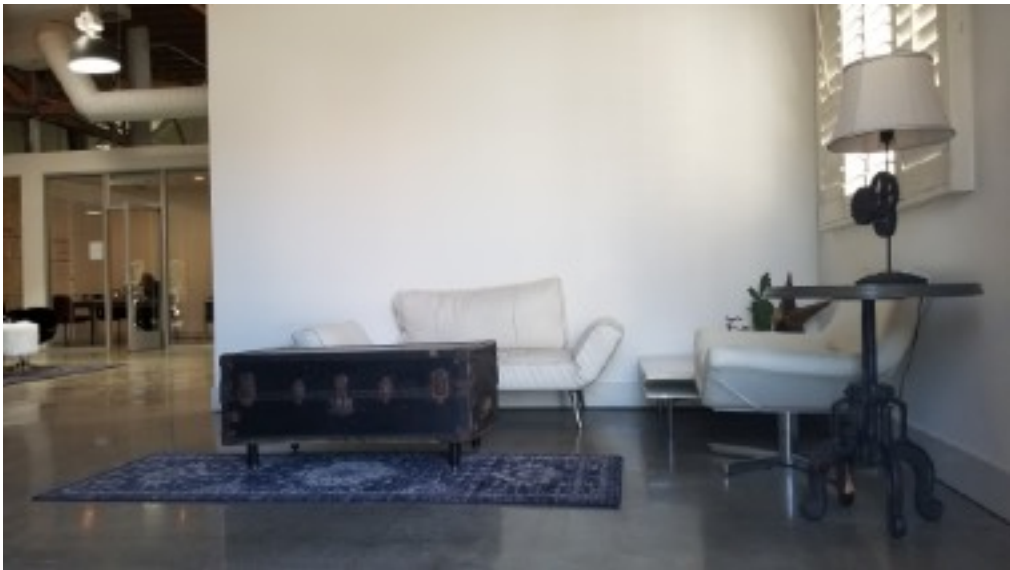


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