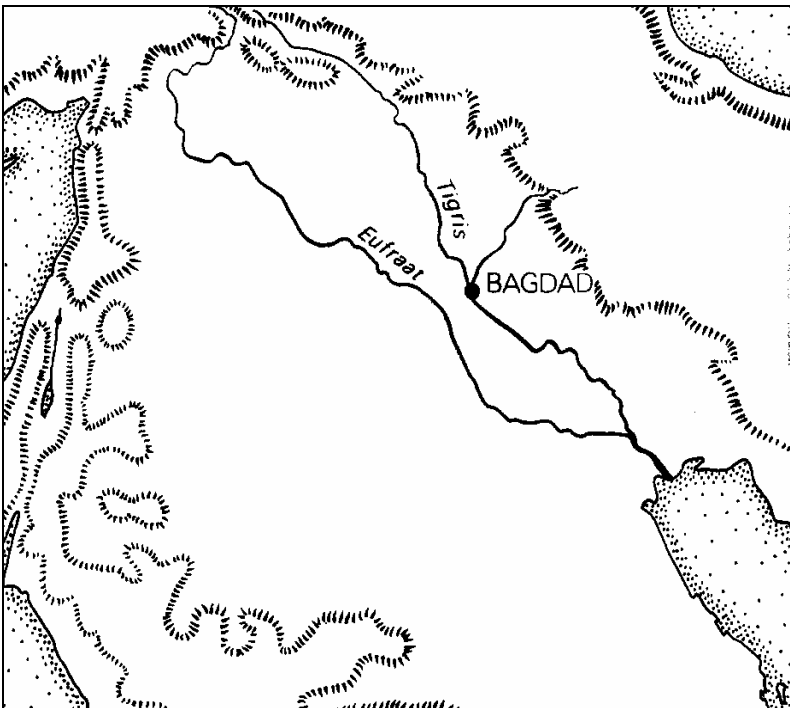


Babylonische Karte ca. 3800 v. Chr.

Quelle: KOEMAN (1984:3)



Ausschnitt aus einer modernen Karte der oben dargestellten Region

Quelle: KOEMAN (1984:3)

Abbildung 79: Babylonische Karte

	USA	Kanada	GB	D, A & CH
1968			1	-
1969			1	-
1970		-	-	-
1971		-	-	1
1972		-	2	1
1973		1	2	2
1974	1	-	2	-
1975	-	-	1	1
1976	5	2	3	1
1977	3	6	1	1
1978	3	4	1	1
1979	6	4	2	1
1980	3	3	-	1
1981	2	2	2	2
1982	6	-	2	1
1983	2	-	-	-
1984	1	3	1	2
1985	6	4	4	2
1986	3	2	-	1
1987	2	3	1	1
1988	3	1	-	1
1989	2	1	1	-
1990	2	4	2	-
1991	3	-	2	-
1992	4	2	3	1
1993	2	5	-	1
1994	4	1	-	-
1995	2	2	-	2
1996		-	-	1
1997		1	1	1
1998	2		2	4
1999			-	3
Σ	67	51	37	33

 Recherchierter Zeitraum

Tabelle 19: Zeitliche Übersicht (1968-1999) von Veröffentlichungen in Fachzeitschriften in USA, Kanada, Großbritannien, Deutschland, Österreich und der Schweiz zur Thematik Kommunikation in der Kartographie und Wahrnehmung von Karten
Quelle: eigene Erhebungen 2001

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> - prestigious + persuasive - potential wide range 	<ul style="list-style-type: none"> - monopolized by powerful political + commercial interest groups - one-way - rarely available in rural areas - rural program production rare expensive production + reception - difficult+ expensive to decentralize
Radio	<ul style="list-style-type: none"> - wide coverage and availability in rural areas - cheap production + reception - simple and widespread rural program production - easy + cheap to localize - compatible with oral traditions + local culture 	<ul style="list-style-type: none"> - tends to be one-way - tends to be 'professionalized'
Video	<ul style="list-style-type: none"> - minimal running costs - freedom from processing - handling ease - immediate results - interaction options 	<ul style="list-style-type: none"> - high initial investment - dependence on maintenance - training requirements - technical quality requirements - equipment fragility - dependence on power + monitor - compatibility problems - hard to use two-way
Printed Materials books, magazines, news-papers, manuals, handouts	<ul style="list-style-type: none"> - mostly cheap, simple and easy to produce - can be taken home or copied as permanent reminder - supports AV-media 	<ul style="list-style-type: none"> - illiteracy of rural populations often absorbed by the ones who already know (teachers, extensionists) - hard to use two-way
Audio-Visual Materials such as posters, flipcharts, photostories, wall-papers	<ul style="list-style-type: none"> - mostly cheap, simple and easy to produce - easy to transport + flexible to use in different contexts - good for training + extension - can be used two-way 	<ul style="list-style-type: none"> - visual illiteracy of rural populations - intercultural misinterpretation of pictorial information - pre-testing expensive - artists needed
Slides	<ul style="list-style-type: none"> - mostly cheap, simple and easy to produce - easy to transport + flexible to use in different contexts - good colour + visual quality - good for training + extension 	<ul style="list-style-type: none"> - intercultural misinterpretation of pictorial information - photographers + lab needed - not to be used in daylight - dependence on power + projector - hard to use two-way
Audio Cassettes	<ul style="list-style-type: none"> - easy + cheap to produce - cassette players + batteries available - good for information exchange + feedback to + from farmers - can be repeatedly used - compatible with rural radio - can be used two-way for 'narrow-casting' 	<ul style="list-style-type: none"> - lacks visual dimension - circulation of cassettes may cause logistic or social problems - needs backstopping system
Traditional Media such as theatre, drama, songs, puppetry, storytelling, games, etc.	<ul style="list-style-type: none"> - no capital investment - readily available in a variety of contexts, places + times can't 'break down' technically - appropriate to local culture + language - highly credible and persuasive 'infotainment' - two-way by nature 	<ul style="list-style-type: none"> - may lack 'modern' appeal - requires some pedagogical and artistic skills - needs group organization + coordination - usually limited to locality or region
Flanell Pictures such as Flanoflex in Indonesia or CFSME or GRAPP in Africa	<ul style="list-style-type: none"> - cheap, simple and easy to produce - easy to transport + flexible to use in different contexts - good colour + visual quality - appropriate to local culture + language - good for training + extension - can be used two-way 	<ul style="list-style-type: none"> - may lack 'modern' appeal - requires some pedagogical and artistic skills - needs extension system

Tabelle 20: Medien in der Entwicklungszusammenarbeit, Vor- und Nachteile nach FUHRKE et al.
Quelle: FUHRKE et al (1994:47)

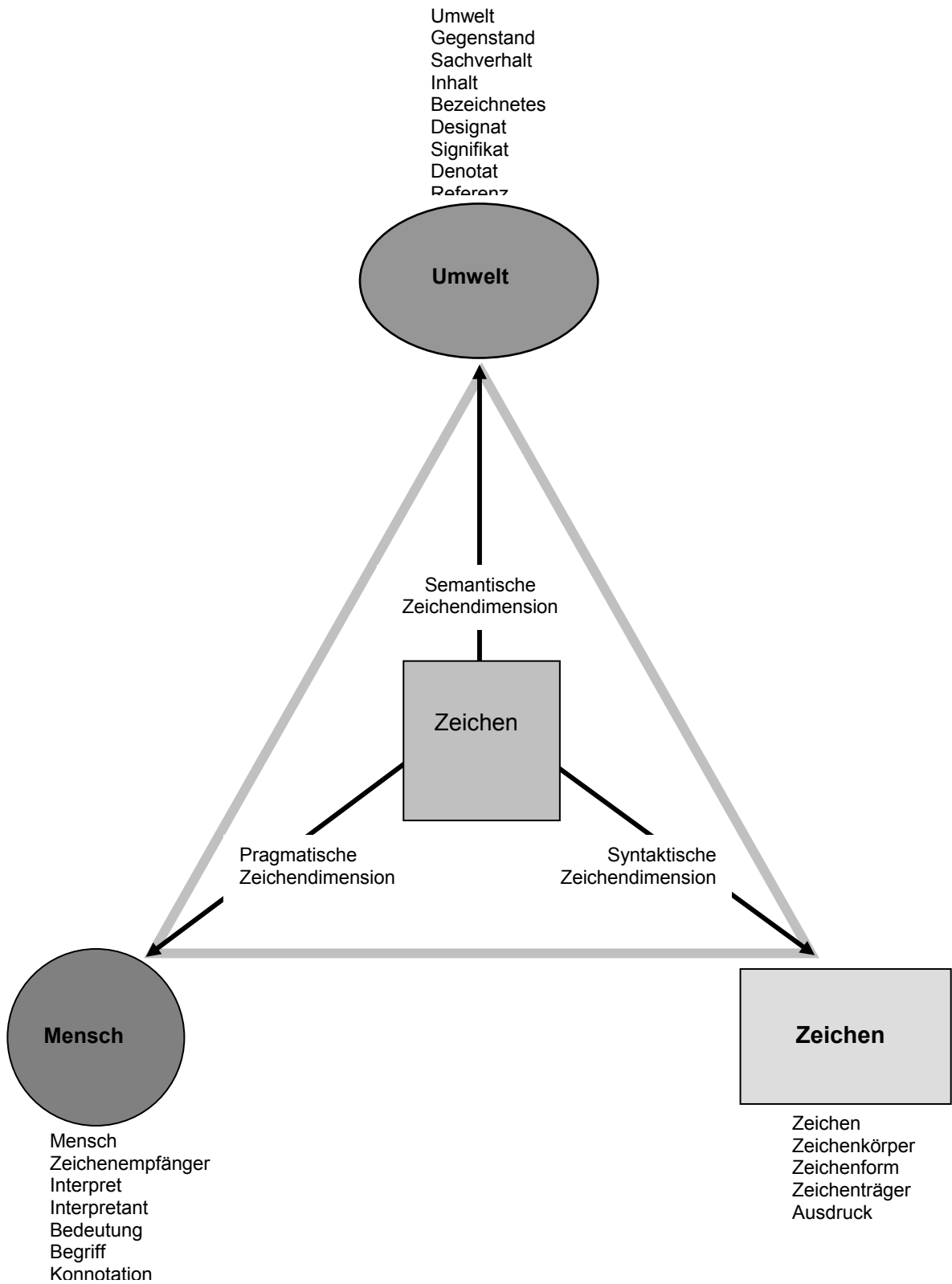


Abbildung 80: Semiotisches Dreieck
Quelle: nach FREITAG (2001: Anhang)

