



# **HOW LINGUISTICS CAN BENEFIT AGRICULTURAL DEVELOPMENT WORKERS**

---

ECHO Conference

November 2016



**APPLIED**

# **HOW LINGUISTICS CAN BENEFIT AGRICULTURAL DEVELOPMENT WORKERS**

ECHO Conference

November 2016

# APPLIED LINGUISTICS:

---

- ✘ - interdisciplinary field of **linguistics** that identifies, investigates, and offers solutions to language-related real-life problems
- ✘ - the academic discipline which emphasizes understanding of languages and cultures, in order to better meet the felt needs of those communities.
  
- ✘ First exposure: Bible translation
- ✘ – how to translate accurately concepts that are ‘missing’ in a culture (e.g., ‘truth’)
- ✘ - how to translate concepts that mean something different in different languages (e.g., ‘love’, ‘faith’)

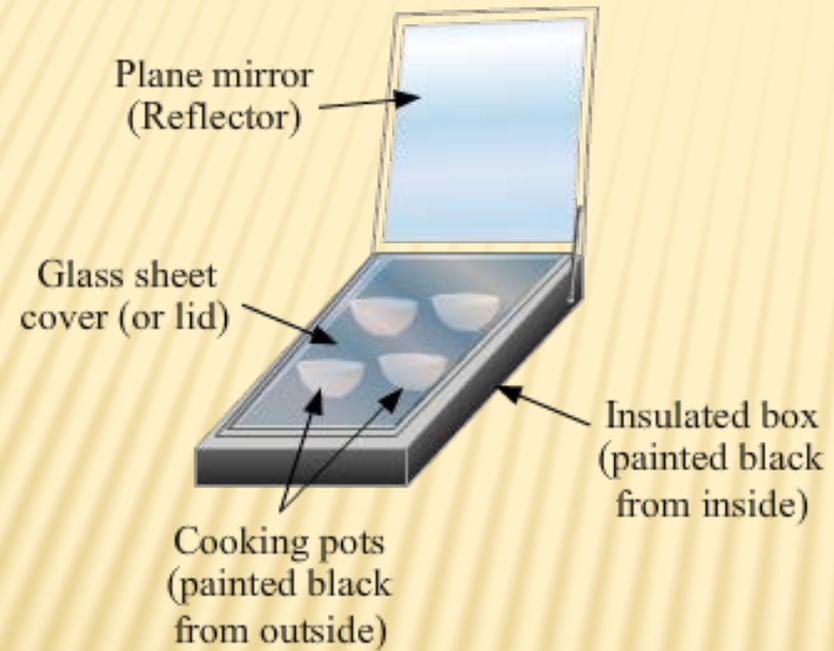
---

**SOME EXAMPLES WHERE A WELL-  
INTENTIONED PROPOSAL FAILED  
BECAUSE OF INADEQUATE ATTENTION TO  
CULTURAL AND LINGUISTIC FACTORS ...**

# 'SMALL-SCALE' FAILURE

---

# SOLAR OVENS SEEMED LIKE A GOOD IDEA ...



# POTENTIAL ADVANTAGES OF SOLAR OVENS ...

---

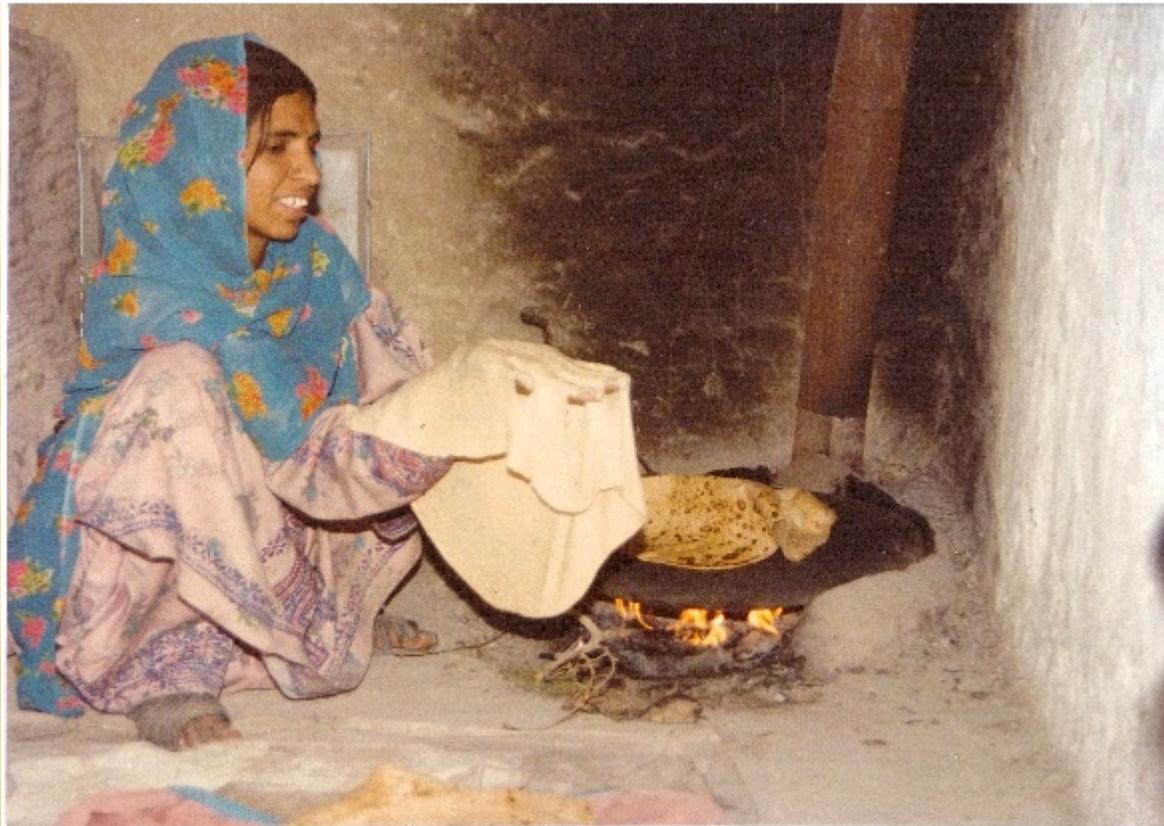
- ✘ Save precious fuel (wood, charcoal, dung)
- ✘ No naked flame (child safety)
- ✘ Work whenever sun available (usual)





# BUT SOLAR OVENS WERE NOT ACCEPTED!

- ✘ Traditional cooking methods/foods, especially flat breads cooked over open flame, & frying



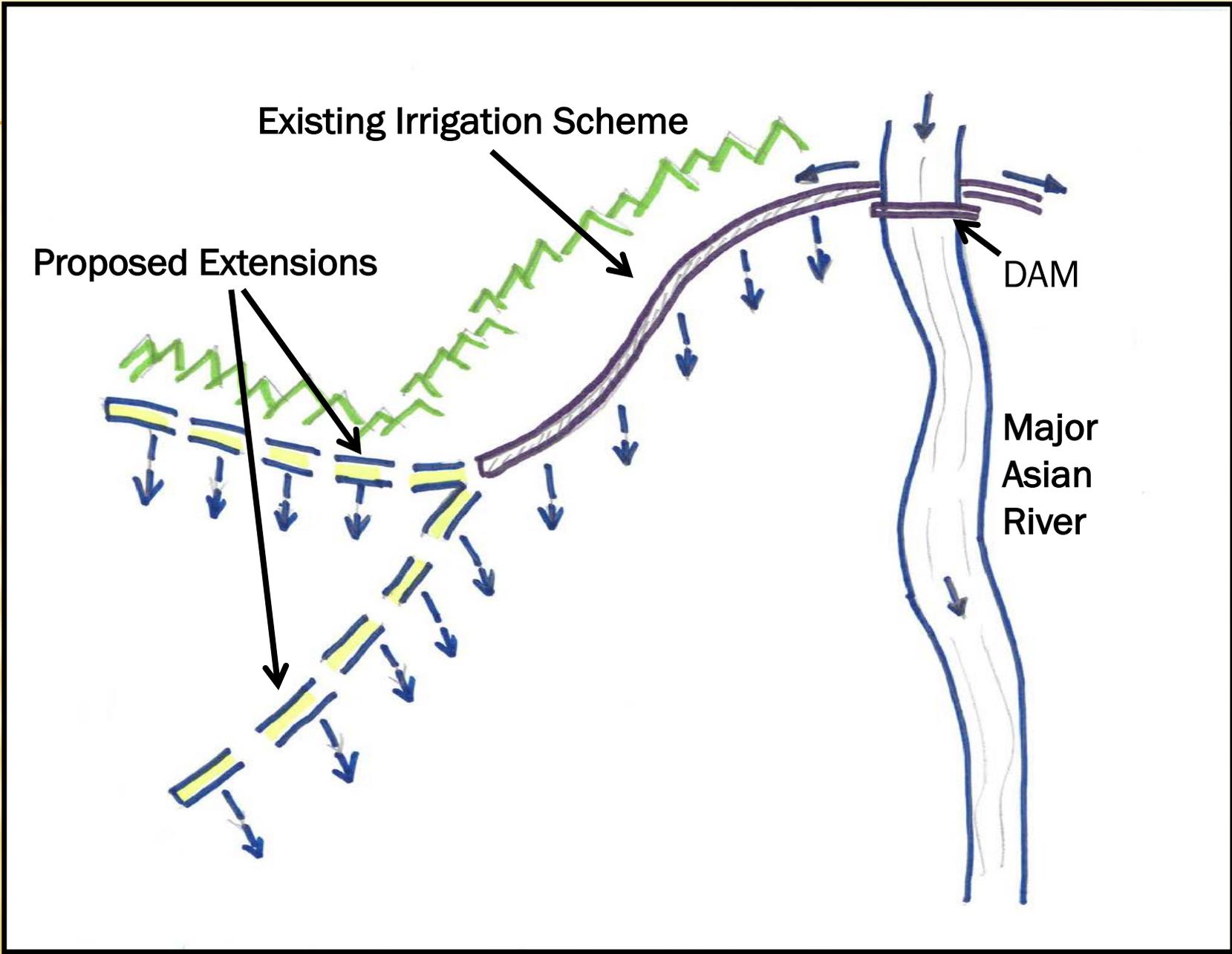
# BUT SOLAR OVENS WERE NOT ACCEPTED!

- ✘ Traditional cooking methods/foods
  - ✘ Mirrors suspect (Islam/imagery)
  - ✘ Cooking = 'women's work', in kitchen (not outside in sun)
  - ✘ Small courtyards (limited direct sunlight) & too bulky for nomads
- 
- ✘ **ALL WERE PROBLEMS FORESEEABLE WITH CULTURAL SENSITIVITY!**



# 'LARGE-SCALE' FAILURE

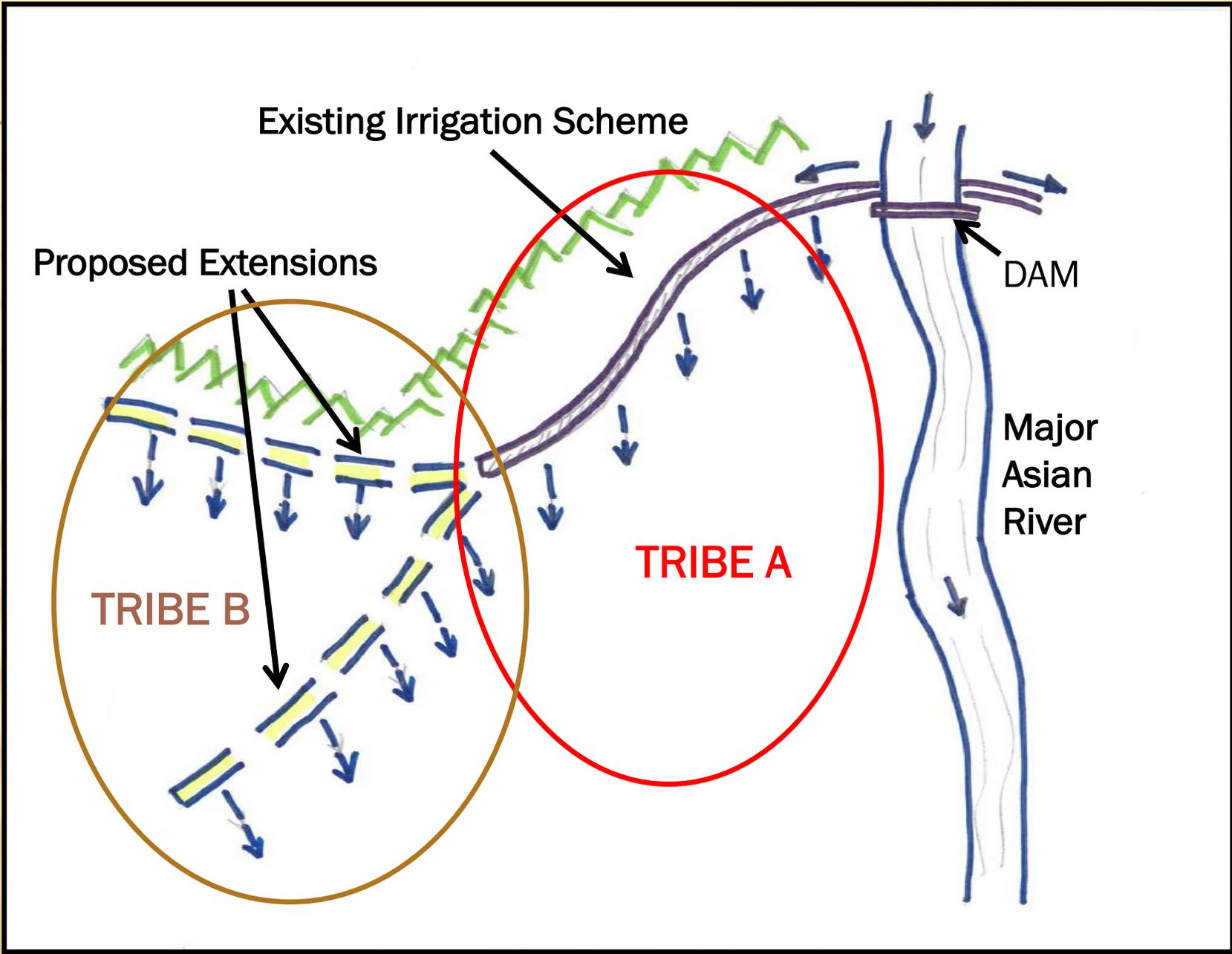
---



# PROPOSAL HAD MANY BENEFITS

---

- ✘ Existing water supply adequate – increasing salinity already a problem
- ✘ Potential for large increase in agricultural output, & wealth of citizens
- ✘ Common local language (est. pop. 1-2 million)
- ✘ Technically, geographically, financially feasible
  
- ✘ **BUT construction was failing – WHY?**



# WHY WAS THE PROJECT IN DANGER?

---

- ✘ Tribe A & Tribe B long-time enemies
- ✘ Tribe A worried that Tribe B would 'steal their water'
- ✘ Tribe B worried that tribe A would prevent water arriving at their land > destroyed division weir system
  
- ✘ **ALL WERE PROBLEMS FORESEEABLE WITH CULTURAL SENSITIVITY!**

# HOW COULD THESE FAILURES HAVE BEEN AVOIDED?

- ✘ Learn language and culture *well*
- ✘ learn local leadership structures (elected? hereditary?)
- ✘ Look for missing concepts (e.g., truth)

# WORLDVIEW & WHY IT IS IMPORTANT

---

- ✘ **Worldview** = a particular philosophy of life or conception of the world
- ✘ **EVERYONE** has a worldview, but not everyone has the **SAME** worldview
- ✘ By understanding differences in worldview we can help meet felt needs of communities
- ✘ *Principle: Everyone's behavior makes sense to themselves, but not always does it make sense to others with a different worldview*
- ✘ *Principle: There is no one 'right' worldview*

# FUNDAMENTAL QUESTIONS ANSWERED BY EVERY COMMUNITY (WORLDVIEW)

---

- ✘ How do we survive? (*economics*)
- ✘ Who are we and where did we come from?  
(*kinship*)
- ✘ How do we interact with others? (*social structure*)
- ✘ How do we control behavior? (*politics*)
- ✘ How do we interact with the supernatural?  
(*religion*)
- ✘ **THE ANSWERS TO THESE QUESTIONS  
CONTRIBUTE TO AN  
INDIVIDUAL'S/COMMUNITY'S WORLDVIEW**

# WHERE WORLDVIEW MAKES A DIFFERENCE

- ✘ Examples: Moringa tree and/or agriculture/fish projects?
- ✘ *Why are potential beneficiaries slow to adopt solutions that would benefit them considerably?*



- 
- × Possible answer in worldview:
  - × Perhaps we are promoting farmer's personal benefit when community benefit is highest value? (politics)
  - × Perhaps we are promoting farmer's personal benefit when conformity is highest value? (community decision-making)
  - × Perhaps these is historical or religious association with proposed solution? (religion)

---

✘ PRINCIPLE:

- ✘ *We need to take time to learn language and culture (including worldview), before we can understand and help communities meet THEIR OWN felt needs*

# SPECIAL ATTENTION TO PUBLICITY MATERIALS

---

- ✘ Often a specific problem with unintended messages being communicated
- ✘ *How would a person from host culture view this material?*



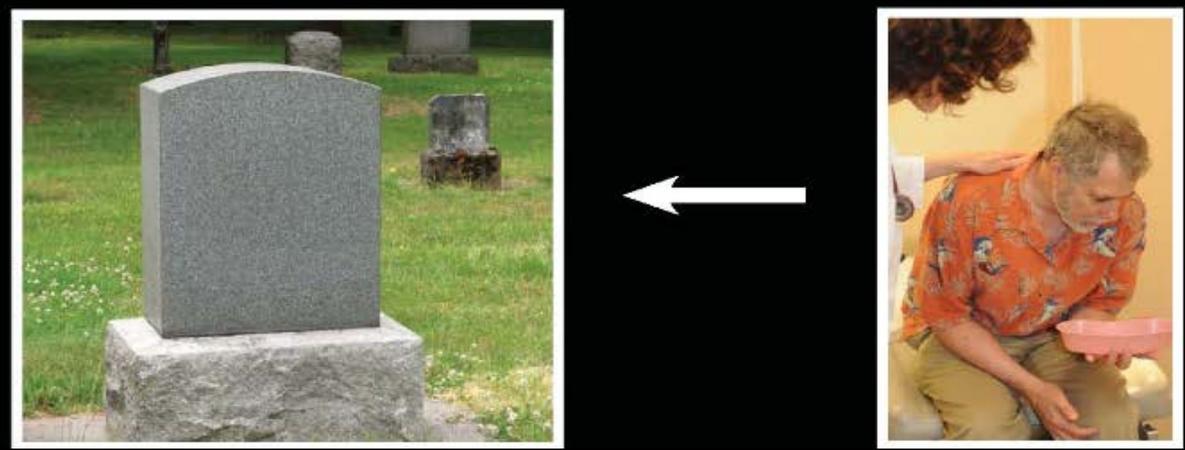
في أحد الأيام، كنت أقوم بعمل شينين في وقت واحد، كنت أقوم بإعداد اللحم...

ثم قطعت الخس على نفس لوحة التقطيع بدون غسلها وتطهيرها قبل ذلك بالطريقة الصحيحة.

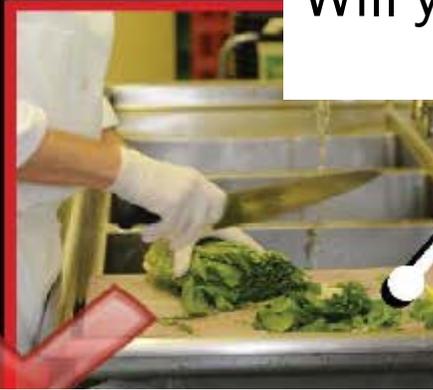


وبسبب عدم غسل، وشطف، وتطهير لوحة التقطيع، فقد أصيب 20 عميل بالمرض، ومات واحد منهم، وتم غلق مطعمنا.

ساهم في حماية الناس في كل مكان، واحرص دائماً على غسل وشطف وتطهير المعدات والأواني بين الاستخدامات.



Will you die for the sake of a salad?



I cut the lettuce on the same cutting board without washing and cleansing it in a sanitary way

One day I was making a special salad at the same time I that I was preparing the meat



Due to lack of washing, scrubbing and cleansing the cutting board, 20 workers were stricken with illness, and one of them died. The restaurant was shut down.

وبسبب عدم غسل، وشطف، وتطهير لوحة التقطيع، فقد أصيب 20 عميل بالمرض، ومات واحد منهم،

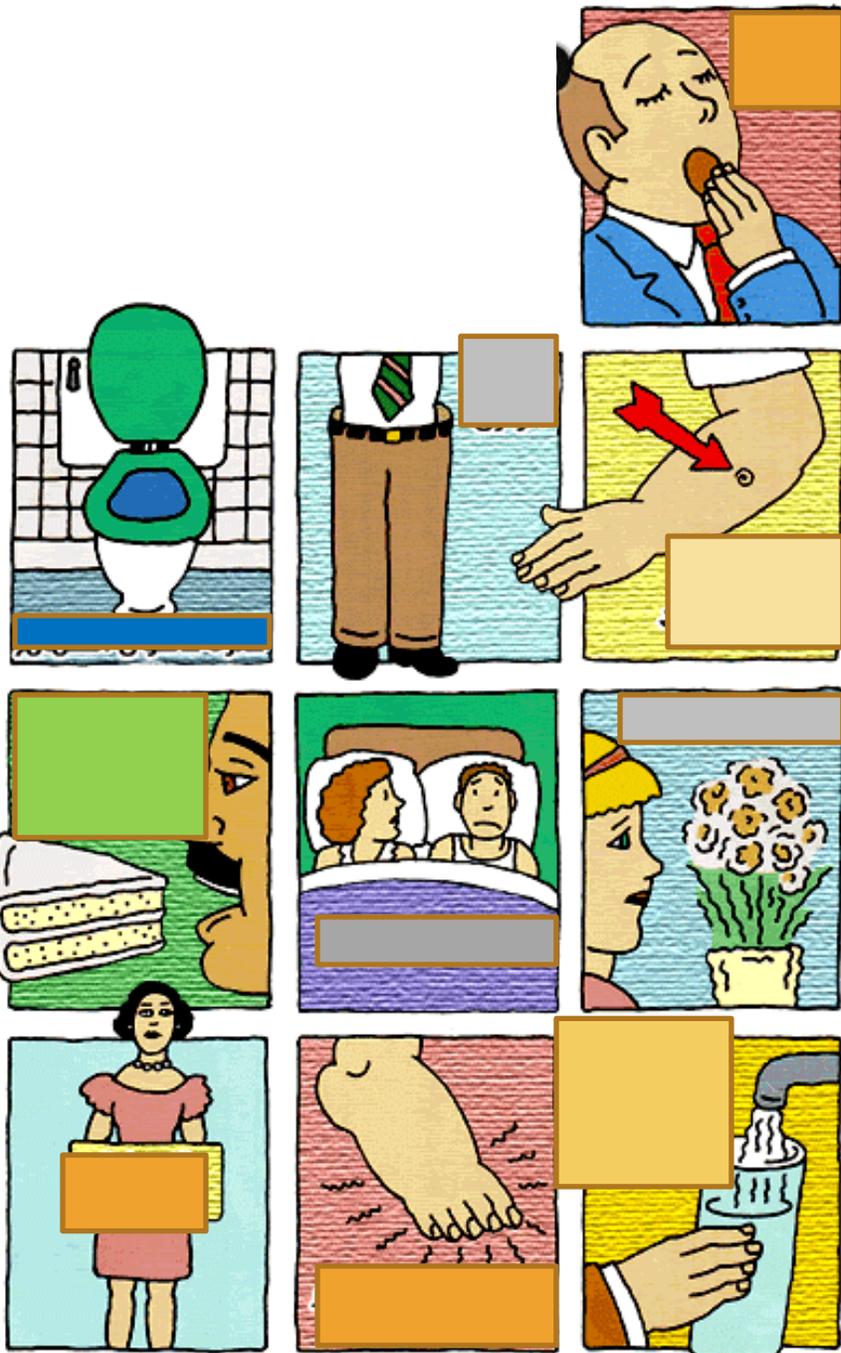
**Join in protecting people in every place, and always take care to rinse, scrub and purify utensils, dishes, and pans between different usages**

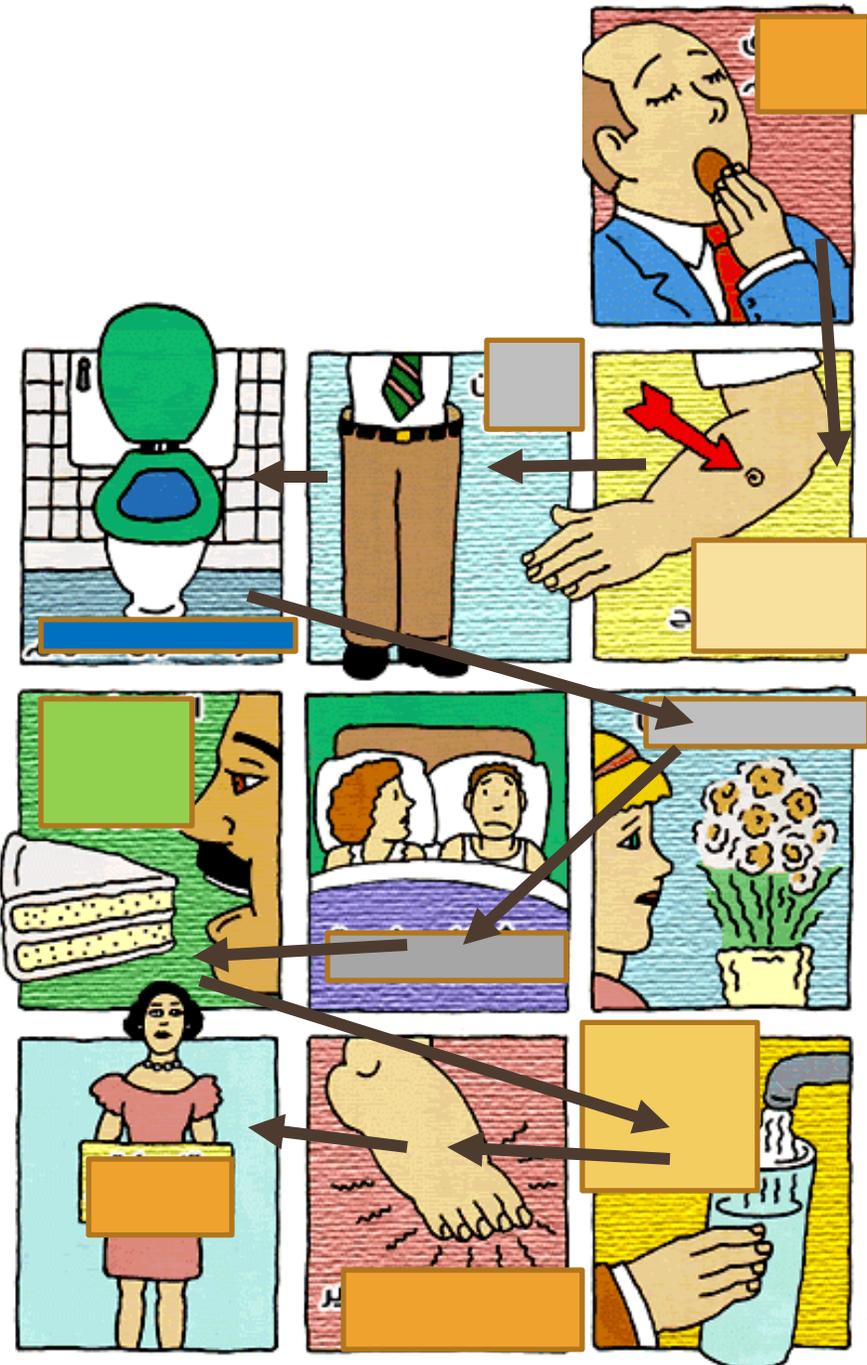
# مرض السكري



## أعرف الأعراض







# Diabetes: Know the Symptoms



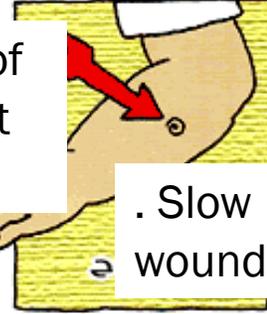
Perpetual tiredness



Frequent trips to the toilet



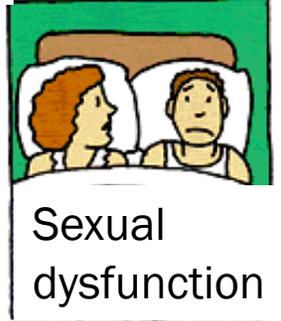
Loss of weight



Slow healing of wounds



Constantly feeling hungry



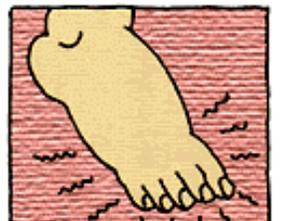
Sexual dysfunction



Blurry vision



Afflicted with infection



Feeling numbness in the feet



Constantly feeling thirsty

# CONCLUSION

---

- ✘ The object of this presentation was to encourage agricultural development workers to take the time and effort necessary to learn local languages and customs, in order to increase the effectiveness and acceptability of agricultural development projects.
- ✘ **May God bless your efforts to bless the peoples of the world with better agricultural results.**