

## Science Communication: A Possible Dialogue between Researchers and Agribusiness Farmers

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**Abstract :** The communication is an essential part of the process that characterizes scientific research. It should be present in every stage of research in a systemic way. However, this process is not always efficient and effective. Reports of researchers focused on agribusiness point to difficulties in communicating with farmers that negatively impact on research results and may cause distortions and even quite significant inconsistencies. This research aims at identifying the main noise and barriers in communication between agribusiness researchers and farmers. It discusses the possibility of creating a specific strategy to correct or minimize such failures. The main research question: what features of the communication process will be decisive for the communication between agribusiness researcher and farmer occur with greater efficiency? It is expected that the research will result in processes that may correct or minimize such problems, promoting dialogues more efficient knowledge. The research will adopt a qualitative approach, using action research as a form of investigative action for social and educational nature, aiming at promoting understanding and interaction between researchers and members of the investigated situations. To collect and analyze data to document analysis will be used; questionnaires and interviews and content analysis.

**Keywords :** agribusiness farmers, researchers, science communication, analysis

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