
Communications in the Nuclear Age

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Abstract

The Nuclear Age, sometimes called the Atomic Age or the Atomic Era, refers to the period of time following the first atomic bomb during the Second World War. This is a time period with major implications in the history of science as well as ethics, the military, and international relations. Communication is the vital link between nuclear facilities and the public. If people do not know and understand the facts on which optimal energy choice decisions should be based, they cannot make informed decisions on how their own objectives can be met. Therefore, it is crucial to know how to communicate efficiently and strategically.

Keywords:

nuclear; communication; audience; impact; warning;

Introduction

The Nuclear Age, sometimes called the Atomic Age or the Atomic Era, refers to the period of time following the first atomic bomb during the Second World War. This is a time period with major implications in the history of science as well as ethics, the military, and international relations.

In this period communication is significantly important since we should be extremely careful. In other words, there are some cases of communication attacks and damage. Therefore, effective communication ensures that your core message is clearly sent and ensured.

Main Part

During an incident, communication with the community becomes especially critical. Emergency communications may include alerts and warnings; directives about evacuation, curfews, and other self-protective actions; and information about response status, family members, available assistance, and other matters that impact response and recovery. Well-conceived and effectively delivered emergency messages can help ensure public safety, protect property, facilitate response efforts, elicit cooperation, instill public confidence, and help families reunite. The extent to which people respond to a warning message is influenced by many factors, including individual characteristics and perceptions, whether the message comes from a credible source, how the message is delivered, and the message itself. You have many communication tools to choose from, including in-person events, print and broadcast media, and Internet and social media. Each has advantages and limitations depending on your communication objective and the intended audience. Whatever communication tools you use, be sure your emergency communications are clear, contain specific and adequate information, are in sync with other information being disseminated, and are accessible to the whole community¹.

If you want to effectively communicate with someone across obstacles and boundaries, a core message is essential. You need a simplified idea that is relatable regardless of if the understanding and meaning behind the rest of your content shifts over time.

Effective communication can help keep your message regularly updated and adapted to the times. Besides, messages have to be simple. If the core message remains clear, it remains effective communication.

During emergency situations methods of communication should be using the cell phone, land line, mobile applications, radio or the satellite phone.

Communications is important for emergency management fully prepare, and respond in a timely manner. Communications is the key to effective mitigation, preparedness, response and recovery. It has to be two-way and engage the public.

Concise, quick and clear messages are the key to effectively communicating in an emergency.

Research was conducted among the members of state and international organizations. The method of oral face-to-face interview was used. The age of respondents varied from 20 to 70. Their job profiles included high ranking managerial as well as low level ones. Interviews revealed that different factors affected communication².

First of all, sending the message clearly and ensure it reaches the intended audience. Then comes urgency. In other words, speech and frequency of the media should be matched. Another factor is to identify whether this information is related to safety. What also requires attention is how long this information will be useful for the audience.

One more factor is appropriateness. In other words, in order to enhance comprehension appropriate media should be chosen and the following elements should be ensured. One should think about whether the message is sensitive, which staff is needed to carry out this media approach and whether an effective public speech can be delivered.

Obviously, with the view to pass information to the public and the media, media briefings should be used. In fact, such meetings and events may serve as the powerful tool to provide help in terms of communicating the messages. Advantages of media briefings are as follows. They give a chance to the members of the public to speak about challenges and issues.

It must be stated that general principles of effective communication should be applied in all emergency communications. Here what matters is specificity, clarity and consistency. The information should be provided in sequence, the message should have a reason, supporting information and the conclusion. The message should be worded exactly and every used word should have a value. Unnecessary detail should be avoided and the message should be kept consistent.

If warnings or alerts are written in a poor manner, credibility and understanding will suffer. Therefore, the following guidelines should be used. First of all, the message should be specific enough

1 James A. Anderson, „Communication Theory: Epistemological Foundations“, New York: Guildford Press, 1996.

2 Bryan C. Taylor, “Nuclear Waste and Communication Studies.” Review of Communication 3, no. 3: 286–92. Published online: 05 Nov 2010.

and respond to “Who? What? When? Where? Why? and How?”. If not, the public will be confused and unclear thus leading to certain dissatisfaction.

There is another element in this respect – being specific about the message and provide consistent information. What this means is that parts of the message should be well-versed with one another. This will avoid uncertainty. If messages are put together so that they provide clarity, the receiver will be clear about them and guessing or speculation will be avoided.

Clarity is making the message easily understandable. Therefore, one should avoid technical jargon or terminology and the information should be conveyed in simple terms so that to avoid overload or lack of clarity.

A very significant piece of advice is not to overstate the facts. In other words, facts should be provided as they are and there should not be omission of important information. Above everything, respect for the judgement of your public should be conveyed.

The final piece of advice is to ensure that the needs of the recipients of the message should be met. We, as originators of the message, should formulate it so that to make it clear and simple to understand, abbreviations should be used to a minimal level, the most important information should be initially presented so that the receiver gets a proper understanding of what is required and then any other details should follow. Messages should be developed so that non-standard terminology or format is avoided³.

Conclusion

All-in-all, communication in a nuclear age requires careful consideration, planning and management in order to achieve the intended goal. Messages should be clear, not overloaded, to the point and meaningful so that all parties involved have one and the same understanding of the issue. Expressing personal meanings serves the beneficial goals. Provided that the audience is affected by the delivery and messages of the sender of information, the communication process should be of high quality and integrity and clarity should be maintained. This is extremely significant since according to the new projections and assuming electricity generation will increase by 85% over the next three decades, nuclear energy could contribute about 14% of global electricity by 2050, up from its 10% share today.

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³ Jeremy Packer, and Stephen B. Crofts Wiley. “Introduction: The Materiality of Communication”. *Communication Matters: Materialistic Approaches to Media, Mobility and Networks* (2012): 3-16