



Natural hazard communication : effectiveness and quality

A. Presta (1), A. Sole (2), and G. De Luca (2)

(1) University of Basilicata - DIFA - Italy, (2) Lacosa, comunicazione sociale e aziendale (media and corporate) - Cosenza - Italy

Scientific, technological and methodological knowledge regarding the risks caused by natural events are in continuous evolution. A careful analysis of the communication and information, practiced by administrations and institutions involved in the decision-making processes, show a peculiar difference between the quality of the theoretical-operating level and the effectiveness of communication systems of the risk obtained.

This is the level which involves directly citizens and institutions and needs, therefore, an efficacious and shared system whose aim is to inform the whole community, in a simple and clear way, during the different phases correlated to the environmental risk.

The hypothesis is, in fact, to create a distinct typology of message, corresponding to each phase:

- prevention of the risk > sensitization > information.

If the potential risk is imminent or changes into real emergency, it is necessary to plan a communication aimed at supporting a very fast alarm to the community.

- anticipation of the risk > pre-alert > information
- imminence of the risk > alert > alarm
- post-event /risk > information > precept and rules.

The lack of a uniform and coherent planning process, both on the linguistic field (the typology of the message, iconic and verbal) and technical (the typology of supports) it is clear analysing the reference scenario in Italy.

This involves the creation of deeply discordant systems which don't communicate the different typologies of risk efficaciously during distinct moments.

To come to a systemic vision of the problem we proceed to collect and to obtain documentation about the "alarm" and communication systems existing in Italy nowadays.

So we will have a classification of the different typologies about natural risk and communication systems related to them.

The aim of this research is to propose a rationalization and a standard coding of signals.

The logical conclusion of this course can be the creation of a national/international "catalogue system" which has the function of convalidating and guaranteeing the conformity of the communication in the ambit of the environmental risk. To continue the project, that has been proposed in the last year, is necessary to create a working group - with interdisciplinary expertise - to address the various issues related to the project and the definition of content spread: experts disciplinary course, but also the psychologists of perception, designers of communication, typedesigner, leading to the establishment of a system of signs (iconic and visual) that can carry useful and unambiguous messages.