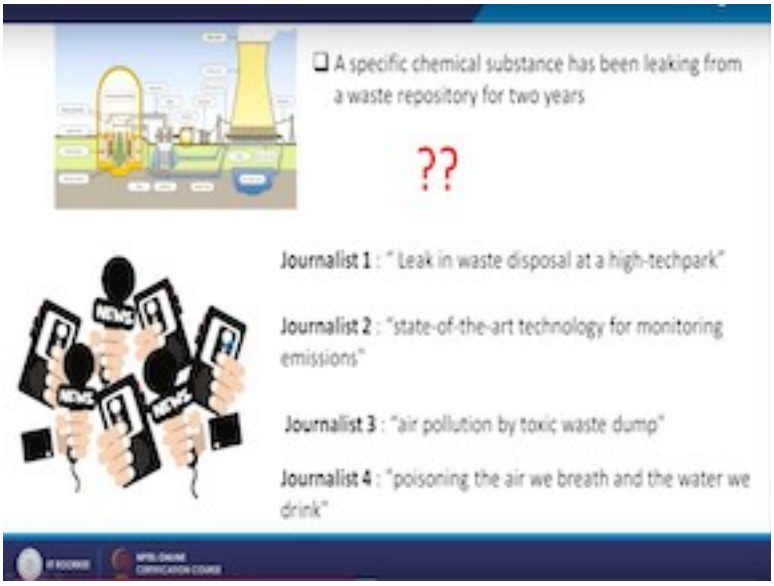

So, people cannot trust, so by own people trust depends on who are the, who is providing the information. Now, also it is very important that this one, this oil refineries, for example, a particular, the factory there is a specific chemical substance has been leaking from the waste, repository for two years okay. Now, how different maybe a Group transmitter can interpret that one.

The event is that a specific chemical substance has been leaking from a waste repository for two years. Maybe, do you think that all journalists will report the same way? No right, they generally don't do it. Let's look, journalist 1 reported like that "Leak in waste disposal at high-tech Park". How about journalist 2 is "State-of-the-art technology for monitoring chemic emissions." May be journalist 3 is reporting air pollution by toxic waste dump.

Journalist 4 is reporting poisoning the air we breathe, the water we drink. So, same event but different journalists are reporting different things, it's so interesting.

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So, the primary source of risk communications.

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Primary source of risk communication so these are hazards, we know like smoking, genetically modified foods or irrigations of arsenic contaminations or hazardous material or volcanic eruptions okay or Tsunami.

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Now, it can cause some kind of risk like genomic, genetically modified food can cause a lot of damage to the children, kids and also arsenic can contaminate, arsenic contamination can cause cancer or we can have flood in fact, of events of Fukushima a nuclear accident or other many problems we are facing. Now, the scientific community basically, the first group the senders of the informations what do they do basically, I am talking about the scientist.

Okay, they do hazard analysis, what are the hazards, what can go wrong, what are the potential consequences, how likely is it to happen, is the risk is tolerable or not. So, these first primary analysis is done by the senders, the primary source of informations about risk, they do the risk analysis path, and now they based on their analysis they can categorize the risk low, medium, high, very high or extreme high and so you can.

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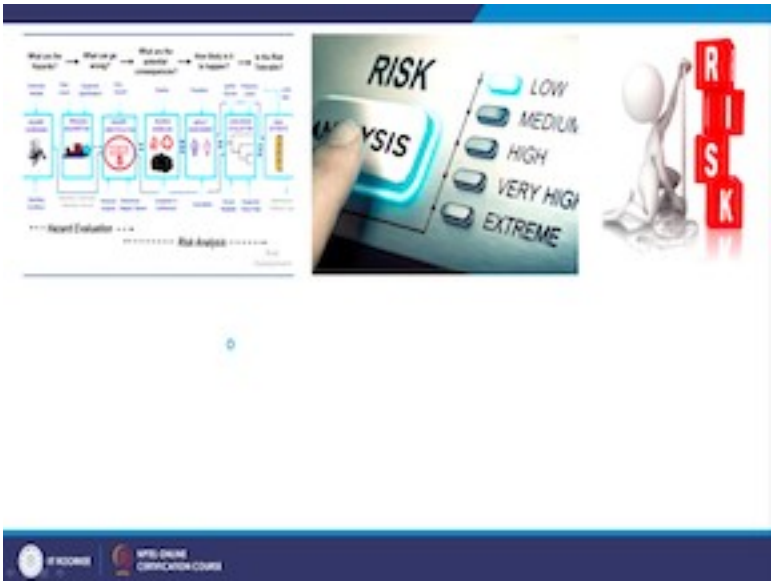

So, they can have measured the risk from a different parameters, from based on their own parameters but not necessarily that these informations considered to be at raw informations, they only do it to share among themselves within their own peer group, not to outsiders because if they share it without much concern to the outsiders, it can cause lot of mistrust and misconfusions and misleading, okay.

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So, here is a very good cartoon, that how most people view their vacations and how scientists view their vacations, okay. Like endemic but a thunderstorm at 4 p.m. So, there is a difference between what scientists are estimating the risk, the scientific perspective of the risk or estimation

of risk and analysis of risk and the common man's perspective of risk. Here, is another good cartoon also, like climate impact range from moderate to catastrophic.

And the person is saying that I cannot say myself that doing nothing is not the best is not the best solution. Also, there is a small chance my house will burn down, I cannot say buying insurance is worth it. So, we have kind of construction of risk is how the scientists are looking at it and how the common people are looking. They can ready at great extent.

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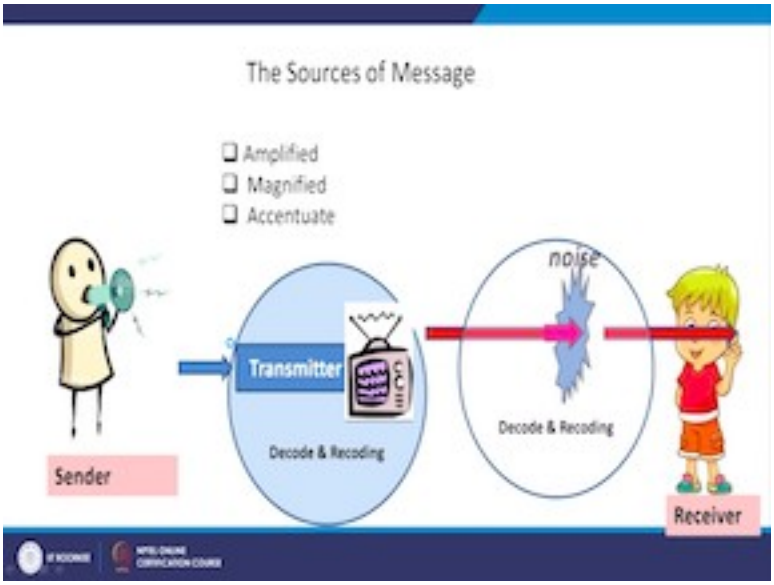

So, the source of message, when the senders, they are sending to the transmitter. They actually do amplify, magnify and accentuate the informations, it's not that what information you pass is go directly but it is the media or the other they actually convert this one in printer pair this one, amplify this one, magnify this one, and then it comes through decoding and recoding.

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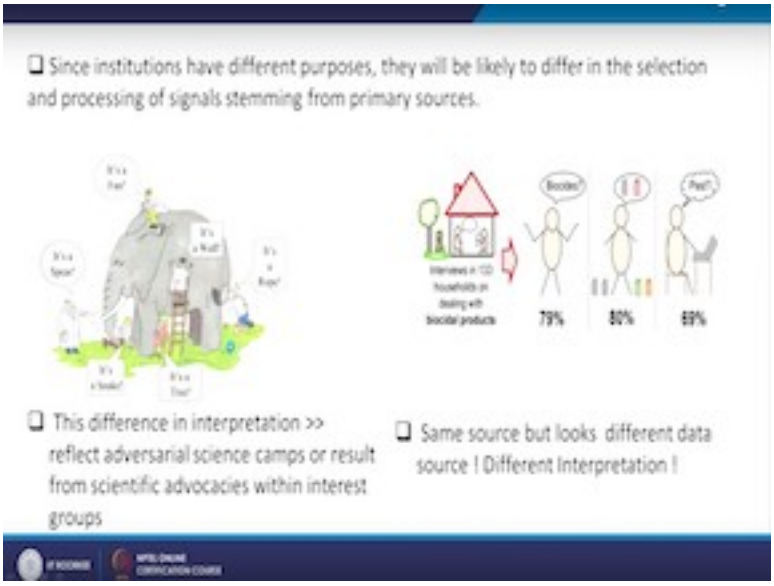

Right, so and the primary source the science, since institutions have different purposes, different interest, they will also like to see the different parts and selection and processing of one single signal, one single message have different meaning. So, the source is very different, source is one, but looking at that as object is perish like some per is elephant it's like one community of scientists.

They are looking one particular aspect is a fan, someone is looking it is a rope, a particular body of the elephant. No one is looking at the entire aspect of the elephant, okay and these differences in interpretations reflect adversarial science camps results from scientific advocacies within interest group. Even the scientist, if they have same data they have different interpretations as if they look like they are coming from different data set.

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So, what I am analysing is also under considerations if my data is right or wrong, the scientific analysis is also under subject of that what authentic data they have. So, here is this that are you sure that data you gave me is correct, I have been giving you incorrect data for years. This is the first time you have asked what I said the data is totally accurate okay. So, a model of single flow risk communications is that.

Senders passing this informations to the transmitter and transmitter is decoding and recoding.

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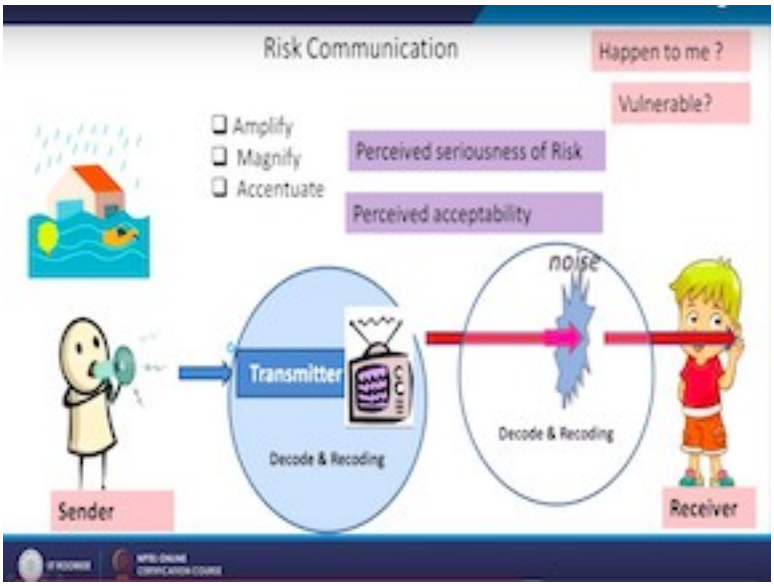

And when they are sending it to the receiver, they are also decoding and recoding the informations, So, it's not directly going and so during this process, amplifications,

magnifications and accentuations are happening, okay. So, how people react it depends on how they are perceiving the seriousness of the risk and perceiving their perceived acceptability okay. So, it depends that if this person is getting informations from the mass media.

He would think, Oh this flood will happen to me, this landslide will happen to me, will it happen here, what is the probability? And if it, even if it happened what extent I am vulnerable, because I have a good house maybe, I will not be affected by this flood or landslide. So, maybe my neighbours will be affected, I will not be affected, so what happened? What, will it happen to me? What extent I am vulnerable?

These questions are very important for the receivers, which we, so, the probability and the severity he would judge. Now, the senders who try to break the perceptions of the receiver he wants to reach him. But in between, there is a question of perceptions.

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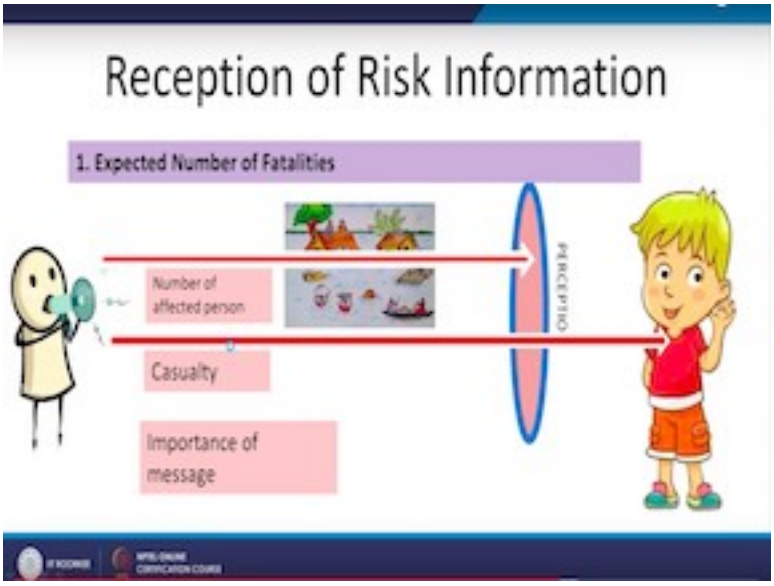

He would, the receivers would follow him the senders only if he believes or she believes, okay. So, expected number of fatalities, if our is communication message is including that component. How and what extent it affects people. When we are saying to the people that that number of people are affected by particular flood, the scientific studies are showing that people are not perceiving, believing that this is risky.