Disaster Recovery And Build Back Better
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Lecture – 39
Source, Message and Receiver in Disaster Risk Communication

Hello, everyone, I am Subhajyoti Samaddar from the Disaster Prevention Research Institute, Kyoto University. I welcome you all to this lecture series on disaster recovery and build back better. In this lecture, we will talk about source, message and receiver in disaster risk communication, particularly, what are the challenges there when we adopt particular risk, communication model.

That is very important for us to understand the disaster risk management. Now, we all know that the meaning of risk communication is actually a kind of event, where there are two parties.

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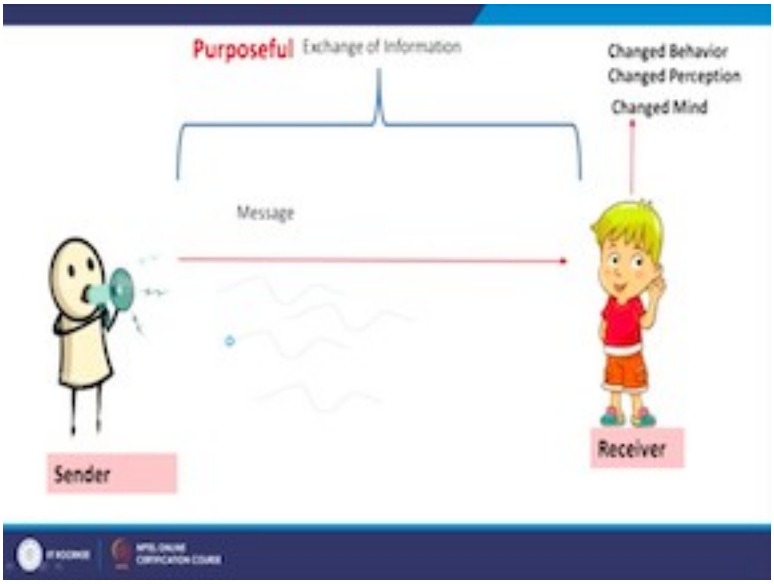

One is the receiver another one is, one is the sender another one is the receiver. Now sender send us their, send informations, message to the receivers in order to change their mind, their perception and their behaviour and this exchange of informations between receiver and senders is actually a purposeful exchange of information. That means they want to change the mind, senders wants to change the mind of receiver's.

It's not that senders is talking and receiver is not listening it is a purposeful exchange of information.

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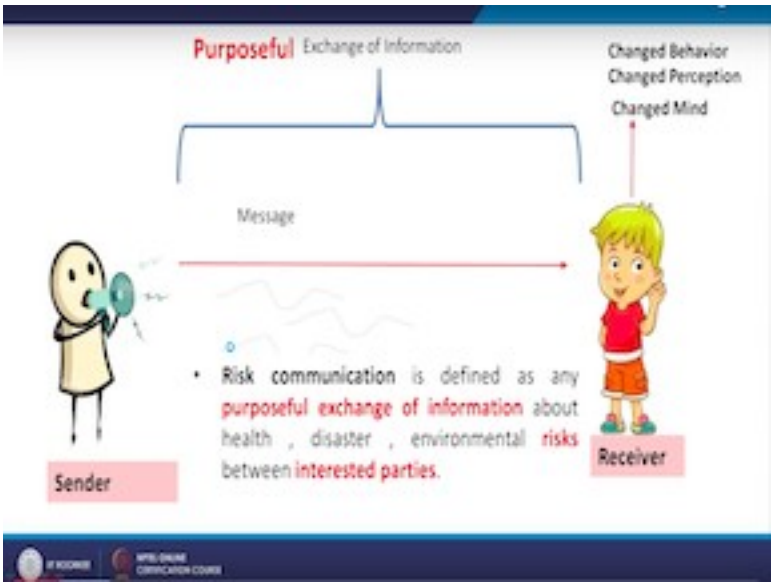

So risk communication is defined as any purposeful exchange of information about health, disaster, environmental risks between interested parties. Right, now understanding risk message, it is okay to send the informations but it is now we need to look that what are the challenges when we are sending the informations to the recipient in order to do something, in order to prepare, in order to enhance their capacity to prepare against the disasters.

What are the challenges? What are the barriers there to communicate effectively, well there is one very typical model, very popular model, that was developed in 1940s on risk communications and that is most widespreadly used model in risk communications called

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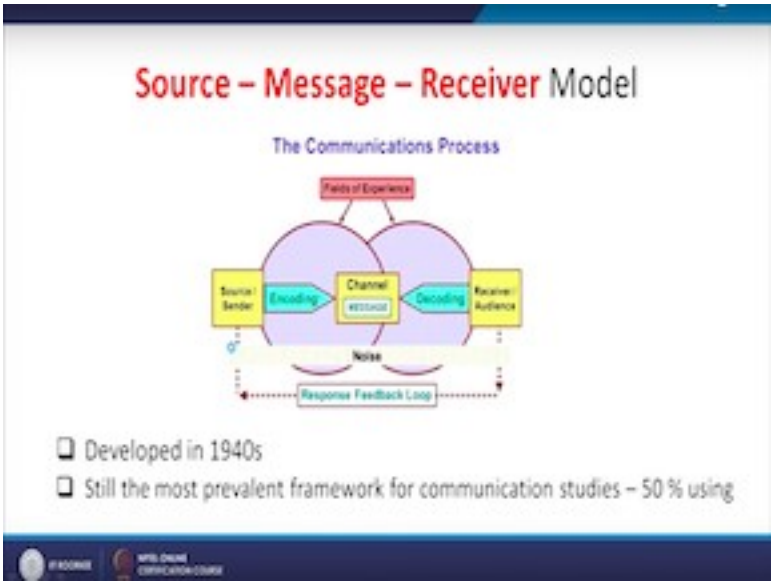

Source message receiver model and it is considered to be there is still the most prevalent framework of communication studies at least 50% are using these model.

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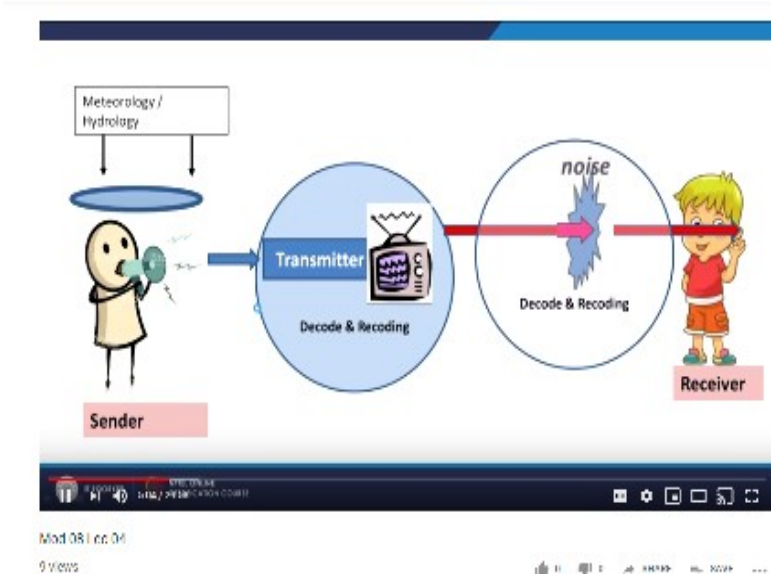

What is this model is saying that a sender, they collect informations from some scientific bodies or some outsiders like meteorological department or hydrological department about the disasters and then this collected risk informations, in order to develop a kind of informations or analysis of risk and based on that the sender collecting this information, dispersed this informations to their receivers in order to change the receivers mind and attitude and behaviour?

Now, they cannot directly send, sender cannot directly send it to receiver most of the time. Sometimes, is possible but most of the time it is difficult to send directly the message from the scientific body to the receivers or that those who are doing these scientific analysis they cannot also pass these informations to the receiver directly. What senders they do, they have some transmitter.

Generally, it is could be mass media like televisions, radios, newspapers for many other. We call them as mass media and when the sender send these informations to the transmitter or mass media or some other transmitters, they do coding and decoding in order to understand that message and they interpret and deconstruct and reconstruct that message and transmitter then after the decodifying the message from the original source.

They send it to the receiver and receiver also decode, decodify and recodify this message. And also in between, it does not directly go to them, in between the challenge is the noise right. Now, he also has, the receiver also interpret decode and recode this message coming from the transmitter and it is also challenged by the question of noise.

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What is the noise? It could be some external and internal factors, external factors like the beep of car or sound pollutions? I want to say you how are you but maybe you are not listening it properly because there are a lot of noises there, the bikes there or a lot of the cars are beeping or

maybe you have headache or you have difficulty in hearing. So, the senders and receivers they are challenged.

When they are communicating with the noise, this noise could be internal and also could be external. Now senders collecting informations from some organizations like meteorology or hydrology and then they passed these informations to the transmitter like mass media after decoding and recoding and then they send it to the receiver and also these goes from transmitter to the receiver through decoding and recoding.

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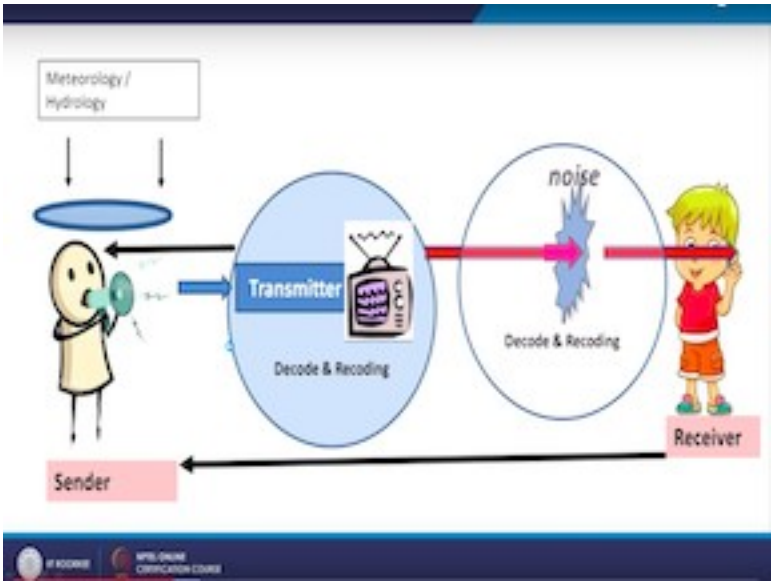

Now, if the transmitter cannot understand, they feedback this one to the original senders, and also the receivers if they have some questions, concerns, needs, they can also give feedback to the senders. But it's actually a one-way communication process, once you receive then you didn't understand then you again, you contact it is not a one two way communication, reciprocal process is generally one-way traffic and flow of information. Now, who are the senders?

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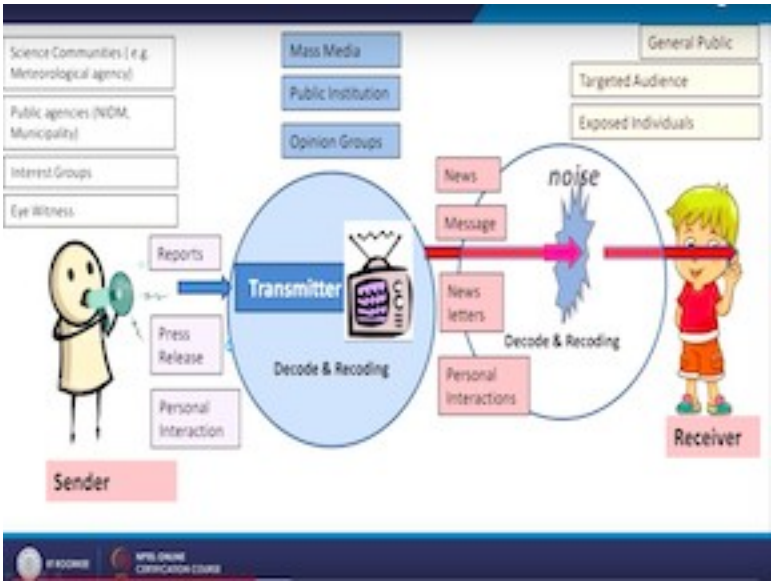

Okay, senders are generally science communities example meteorological agencies or it could be public agencies like NIDM; National Institute of disaster management or sometimes could be some municipal authorities or some interest groups. They could be senders or maybe eye, eyewitness, eye watched maybe I, I am experiencing some disaster and I am conveying that relaying that to others it is possible.

So, which is not always the case but scientific communities, public agencies, interest group, eye witness they all could be senders of informations. Okay, now they send this information to the transmitter. How do they send it? They publish reports, their scientific journals or maybe they do some press release. Right, they do press release about a particular hazards, particular events. And also maybe they can share the information through personal interactions.

Personal interaction especially, in case especially, in case of eye witness they pass these informations to another person through personal interaction. So, scientific communities, public agencies, interest group, eye witness they are all senders they are pressing the informations through reports, press release, personal interactions to the transmitter. Okay, to the transmitters. Now, who are these transmitter?.

They could be mass media like TV, newspapers, radios or could be some public institutions. Okay or could be some opinion groups, same-minded people they pass it to the receivers. Okay,

they pass it to receivers these informations. How do they pass it? They can publish news or broadcast news or some send message like SMS or maybe some newsletters about a particular disasters.

Or maybe, some personal interactions like eyewitness people generally do, they pass the informations about risk from one person to another. Okay, to the receiver, and who are these receivers? Who are receiving these informations they are general public or maybe they are a particular target audience some municipal authority one to target maybe some particular people, who are at risk exposed to landslides, exposed to earthquake, exposed to cyclone right then

We want to pass the evacuation order to them, evacuate really warning informations to them. So, it could be general basically, general public but we among them may be particular target audience. We have or those who are at risk, those who are at risk they are the receivers of this.

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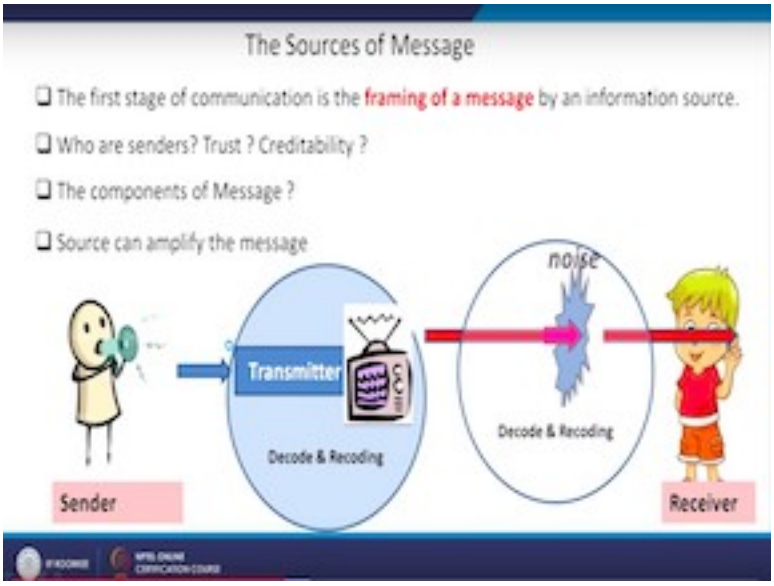

Now, the source of message so from senders to the transmitter decoding and recoding and then again decoding and recoding, coming to the receiver. The first stage of communication is the framing of message by an information source so, the senders they frame the information at first right they collect so, who are senders is very important who are sending the informations to the public is very important because they are also framing the message.

So, there is a question of trust and creditability and also the component of message is very important component here. And source can because they can all amplify, magnify, reconstruct and deconstruct the message. I can show you some example.

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What can happen? Now, look into this nuclear power plant and if the source senders of information is this company who are at risk about the radiation, then people would believe them or what is the status of radiation is reported by a group of Nobel laureates who would be more trustworthy the event is same. Basically, we are giving the radiation status report the senders are two different group.

One is the company itself, who were affected and other one is a group of Nobel laureate. People, of course, would easily trust more these Nobel laureates because they can think that this company may be fabricating or suppressing the informations, making stories and not and they are not giving the right information to the people. So, the event is same but the sources are different.

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