

Providing Information or Spreading Panic?

Media Responses to Fukushima

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Today's Talk

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- Aims

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- Aims
- Nature of the Media

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- Nature of the Media
- Media Attention Spans

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- Media Focus

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Today's Talk

- Aims
- Nature of the Media
- Media Attention Spans
- Media Focus
- Media Messages
- The Crisis as "Story" and "Situation"

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The Media: An Overview

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- News as a commodity: produced and consumed.

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- News as a commodity: produced and consumed.
- Diversity of media business models.

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- What is news? Confrontation, controversy, the extraordinary, criminal and tragic.

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“If it bleeds it leads”

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- Playing to the target audience.

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- Playing to the target audience.
- News is information that can be obtained.

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“If it bleeds it leads” *Fear*

- Playing to the target audience.
- News is information that can be obtained.
- The importance of news is relative, not absolute.

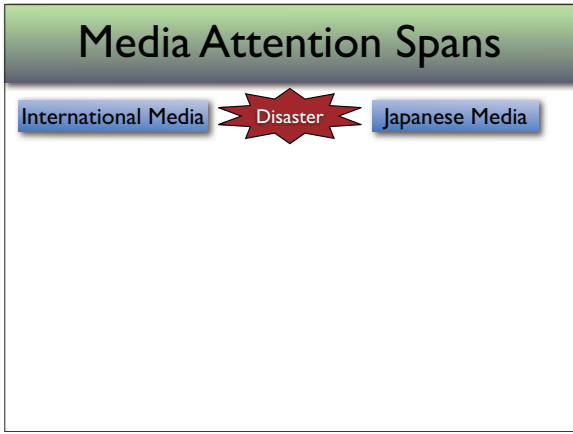
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Media Attention Spans

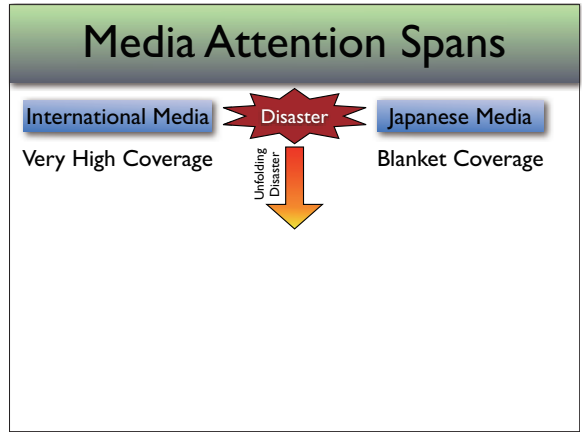
International Media

Japanese Media

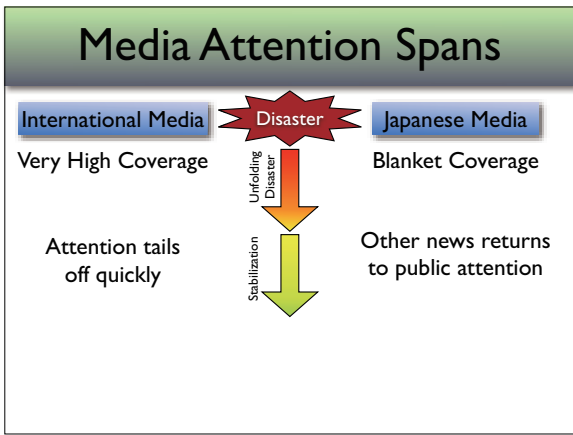
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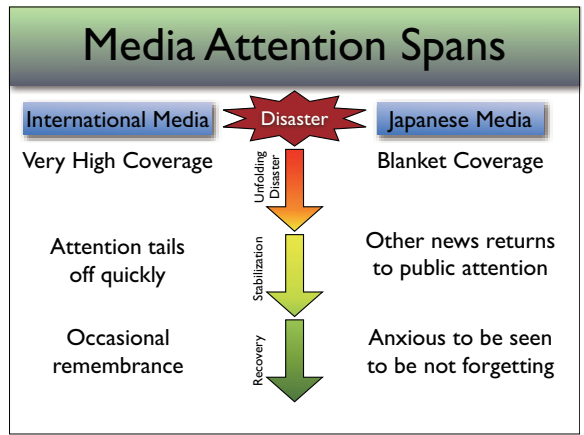
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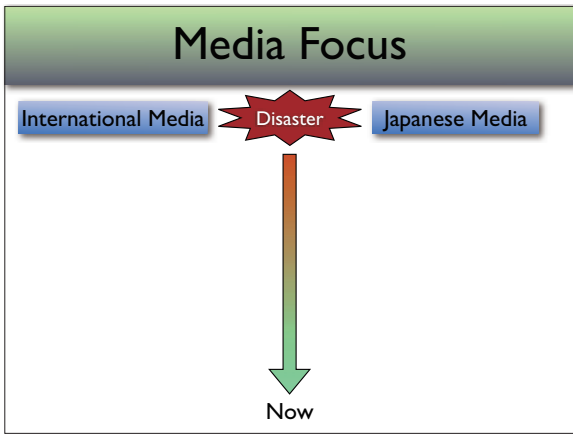
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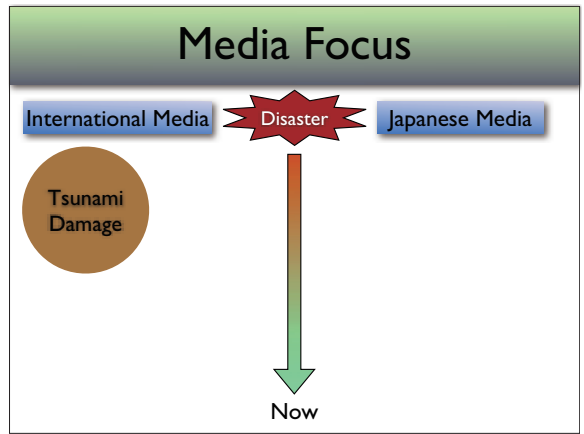
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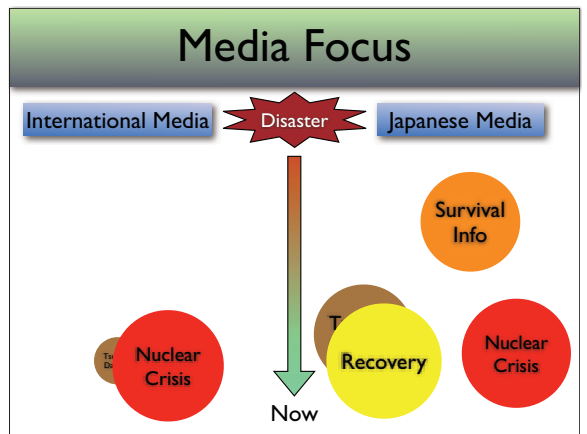
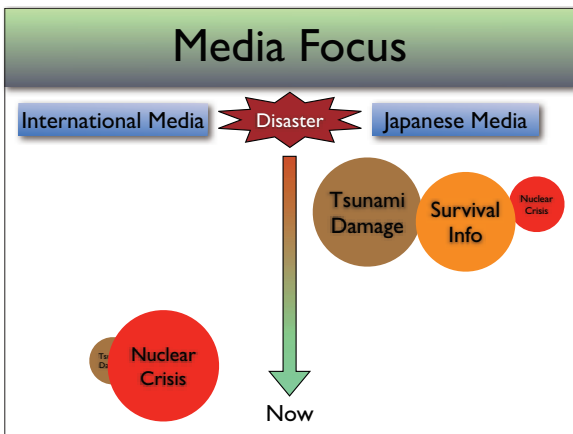
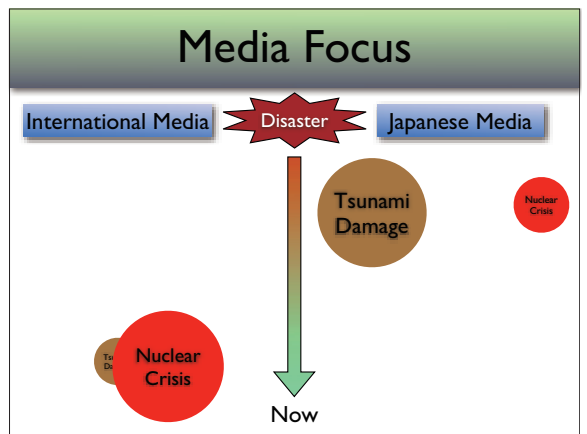
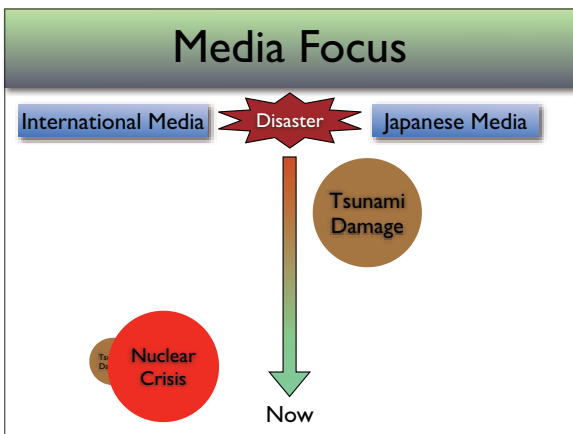
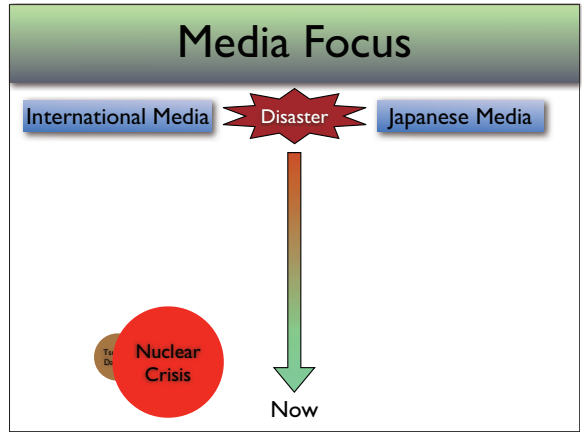
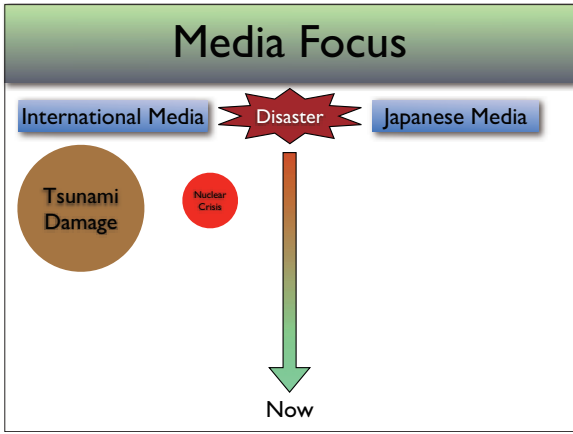
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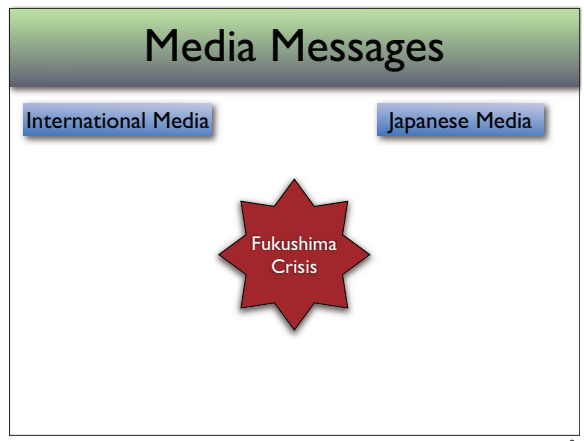
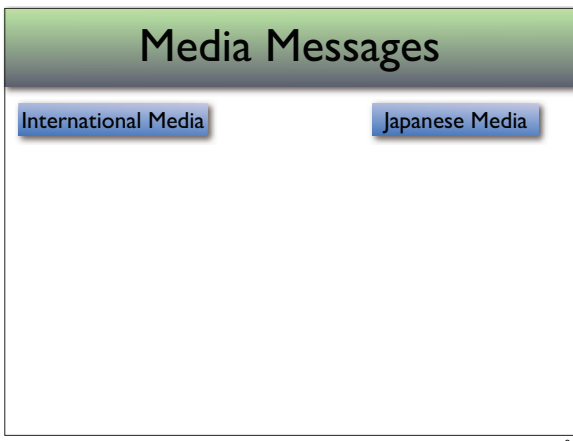
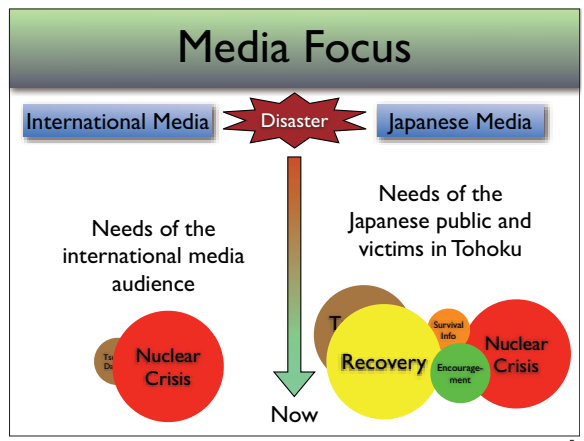
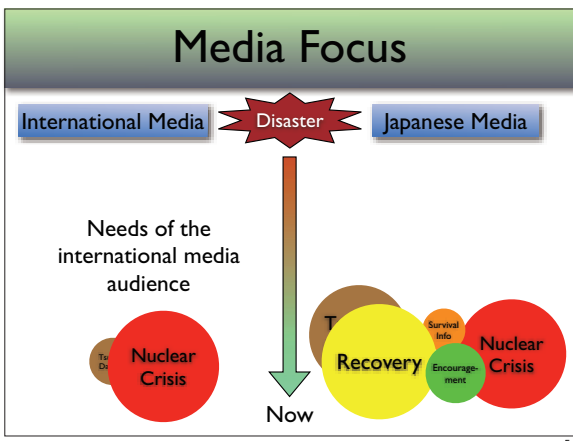
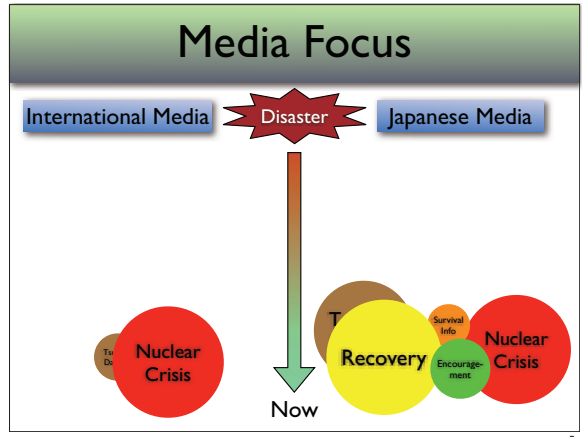
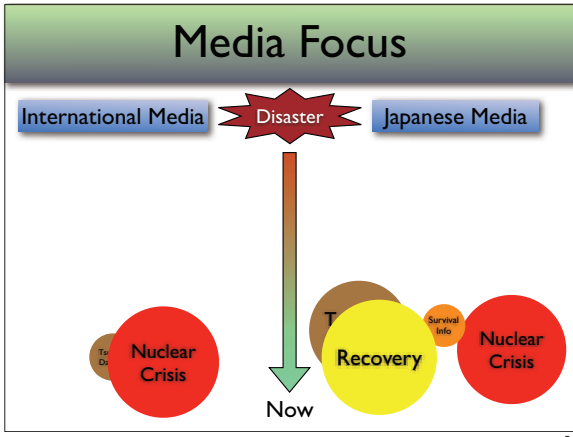


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Media Messages

International Media

Japanese Media



Fukushima
Crisis


Don't panic, radiation is not a problem

6

Media Messages

International Media

Japanese Media



Fukushima
Crisis

Don't panic, radiation is not a problem


Experts reassuring the public

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Media Messages

International Media

Japanese Media



Fukushima
Crisis

Don't panic, radiation is not a problem

Experts reassuring the public


Relaying government and TEPCO statements

6

Media Messages

International Media

Japanese Media



Fukushima
Crisis

Don't panic, radiation is not a problem

Experts reassuring the public

Relaying government and TEPCO statements

No conspiracy


6

Media Messages

International Media

Prevented panic

Japanese Media



Fukushima
Crisis

Don't panic, radiation is not a problem

Experts reassuring the public

Relaying government and TEPCO statements


No conspiracy

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Media Messages

International Media

Japanese Media



Fukushima
Crisis


Don't panic, radiation is not a problem

Experts reassuring the public


Relaying government and TEPCO statements

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Media Messages

<p>International Media</p>	<p>Japanese Media</p>
	<p>Don't panic, radiation is not a problem</p> <p>Experts reassuring the public</p> <p>Relaying government and TEPCO statements</p>


Media Messages

<p>International Media</p> <p>Precautionary measures or sensationalism?</p>	<p>Japanese Media</p>
	
	<p>Don't panic, radiation is not a problem</p> <p>Experts reassuring the public</p> <p>Relaying government and TEPCO statements</p>


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<p>"Take no chances." Unnecessary damage.</p>	


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BBC

Wade Allison 26 March "Don't run away from nuclear power"	vs	Anthony Froggart 4 April "The time for renewable energy"
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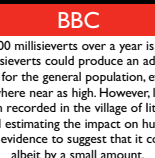
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BBC

However, even a dose of 100 millisieverts over a year is enough to raise the risk of cancer, and a dose of 250 millisieverts could produce an additional lifetime risk of around 1-2%. The level of exposure for the general population, even those living close to the plant, was unlikely to be anywhere near as high. However, levels equivalent to around 25 millisieverts a year have been recorded in the village of Iitate, to the north west of the plant. Professor Wakeford said estimating the impact on human health of such a level was difficult, but there was some evidence to suggest that it could raise the risk of cancer - albeit by a small amount.

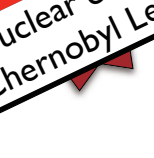
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BBC
 "Japan: Nuclear crisis raised to Chernobyl Level"


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Japan Focus Article by Makiko Segawa: "Fukushima Residents Seek Answers Amid Mixed Signals From Media, TEPCO and Government."

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Media Messages

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Fukushima Crisis

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Story vs Situation

<p>International Media</p>	<p>Japanese Media</p>
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12

Story vs Situation

<p>International Media</p> <p>The elements of a great media story</p>	<p>Japanese Media</p>
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Story vs Situation

<p>International Media</p> <p>The elements of a great media story</p> <p>Debate from a comfortable distance</p>	<p>Japanese Media</p>
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<p>International Media</p> <p>The elements of a great media story</p> <p>Debate from a comfortable distance</p>	<p>Japanese Media</p> <p>We are still in a "situation"</p>
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Story vs Situation

International Media

The elements of a great media story

Debate from a comfortable distance

Japanese Media

We are still in a "situation"

Narratives of disaster like narratives of World War II

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Story vs Situation

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The elements of a great media story

Debate from a comfortable distance

Japanese Media

We are still in a "situation"

Narratives of disaster like narratives of World War II

In time Japan will write its media story

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What we can do!

13

What we can do!

- Don't give up on Japan.

13

What we can do!

- Don't give up on Japan.
- Continue life as normal.

13

What we can do!

- Don't give up on Japan.
- Continue life as normal.
- Be media literate.

13

What we can do!

- Don't give up on Japan.
- Continue life as normal.
- Be media literate.
- Be sensible about risks.

13

What we can do!

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- Be media literate.
- Be sensible about risks.

Thank you!

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