



**RISK COMMUNICATION AND THE TRANSFORMATIONS IN THE  
METANARRATIVE OF THE NUCLEAR FIELD IN THE 20TH AND  
21ST CENTURIES**

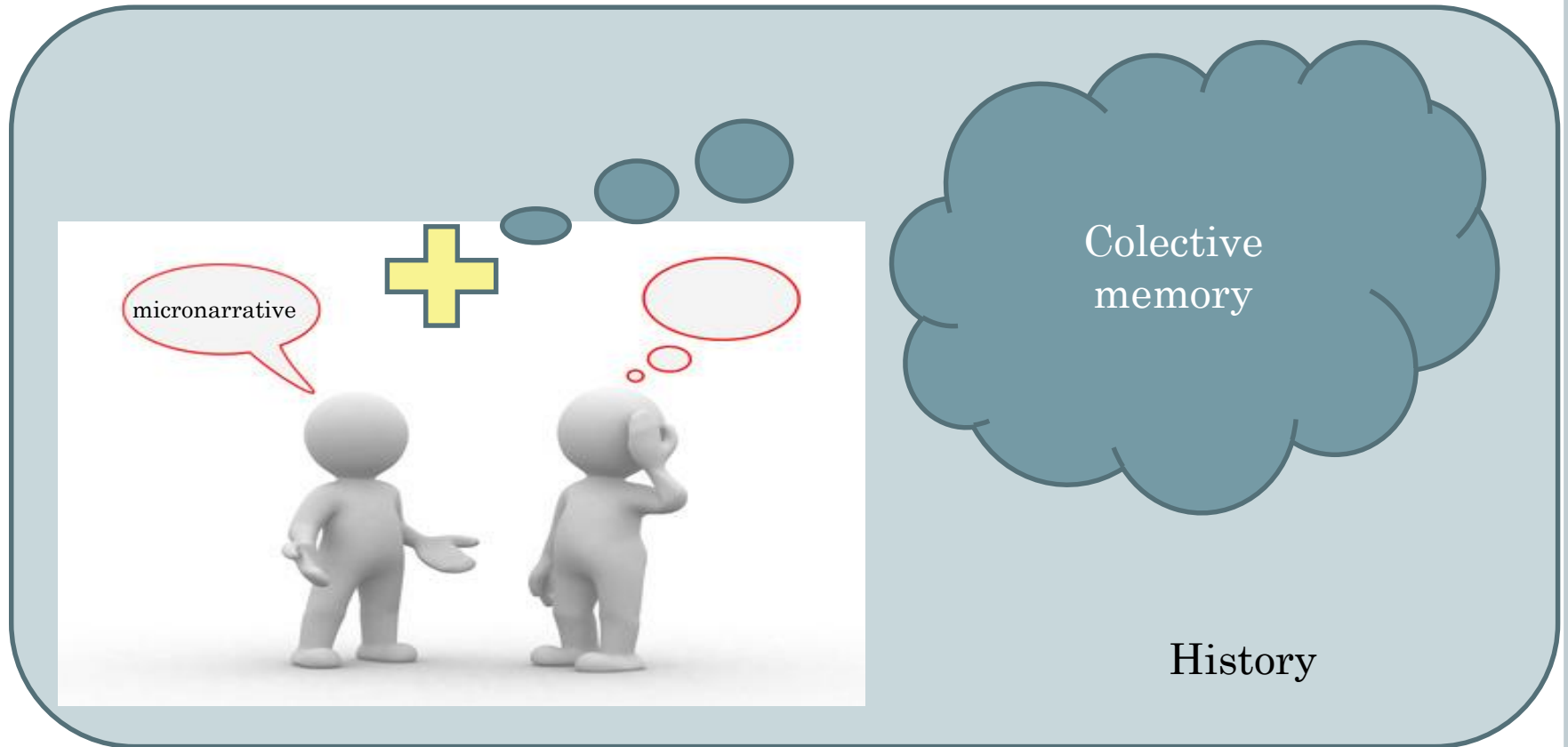
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**CAPES**

# SUMMARY

- Memory and History
- Colective memory and institutional narratives
- Metanarrative
- Nuclear metanarrative in transformation
- Risk communication
- Communicating nuclear issues and impacting the metanarrative
- The future of the nuclear metanarrative



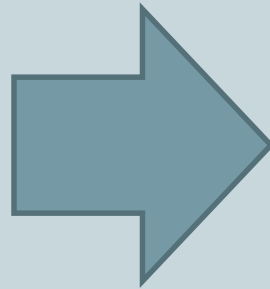
# MEMORY AND HISTORY



Narratives turn into History when the act of sharing individual memories and micronarratives constitutes and perpetuates the collective memory.



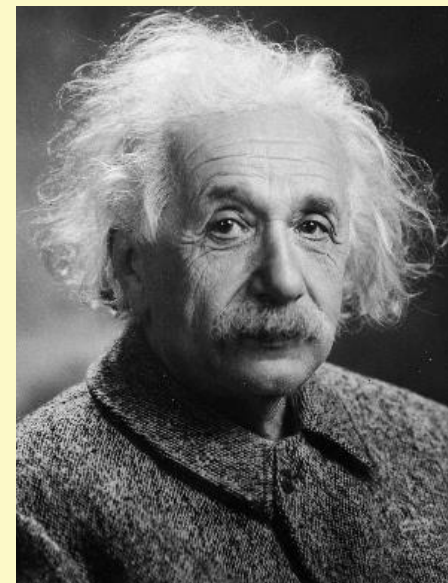
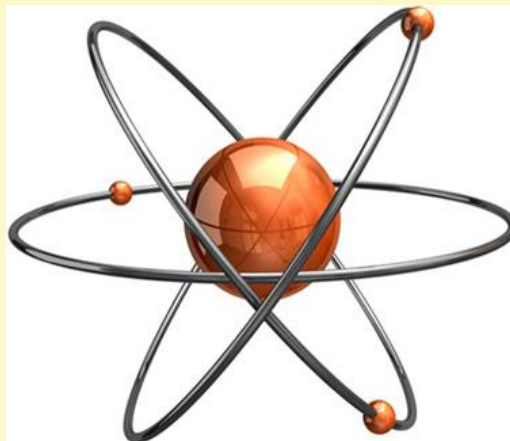
# COLECTIVE MEMORY AND INSTITUTIONAL NARRATIVES



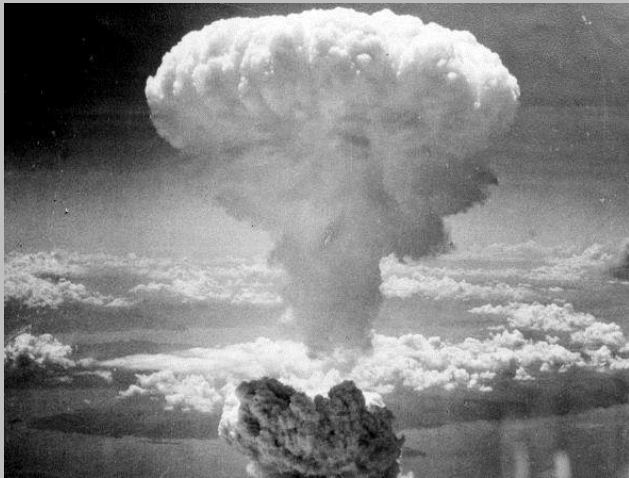
# METANARRATIVE



# NUCLEAR METANARRATIVE IN TRANSFORMATION



# NUCLEAR METANARRATIVE IN TRANSFORMATION

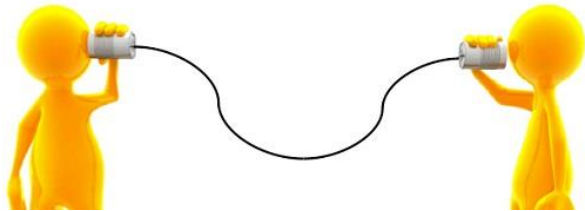


# NUCLEAR METANARRATIVE IN TRANSFORMATION





# NUCLEAR METANARRATIVE IN TRANSFORMATION

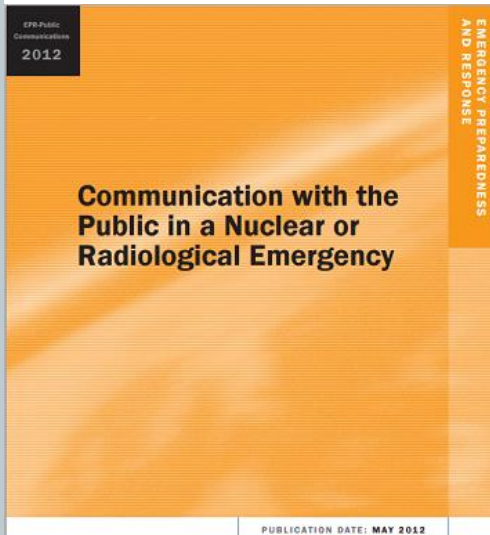


“The first information consisted of accident and fire. **Not a word** about an **explosion**. At first I was told there hadn’t been na explosion. The **consequences** of such **false information** were **particularly dramatic**.”

“The information we got was that everything was sound, including the reactor. When I asked, **I was told the reactor was absolutely safe**. It could even be set up on the Red Square.”



# RISK COMMUNICATION



- English version launched in May 2012 by IAEA.
- Portuguese version launched in April 2013 by IAEA & Eletrobras Eletronuclear.
- It takes account of the lessons learned from past emergencies.
- The Portuguese version talks about mistakes made in the area of communications by professionals of the nuclear sector in the incidents of Three Mile Island (US - 1979), Chernobyl (Ukraine - 1986), Goiânia (Brazil - 1987) and Fukushima (Japan - 2011).
- Guide aims to avoid future mistakes in any nuclear or radiological emergency.



**COMUNICAÇÃO  
COM O PÚBLICO EM UMA  
EMERGÊNCIA NUCLEAR  
OU RADIOLÓGICA**

IAEA - International Atomic Energy Agency



# RISK COMMUNICATION



Sandman (1988)

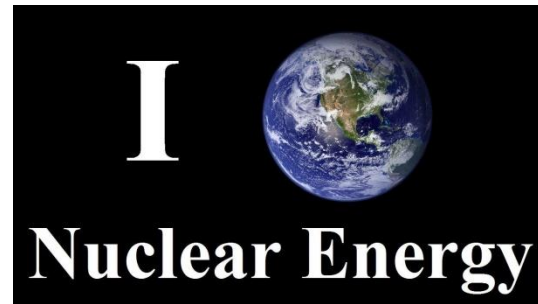
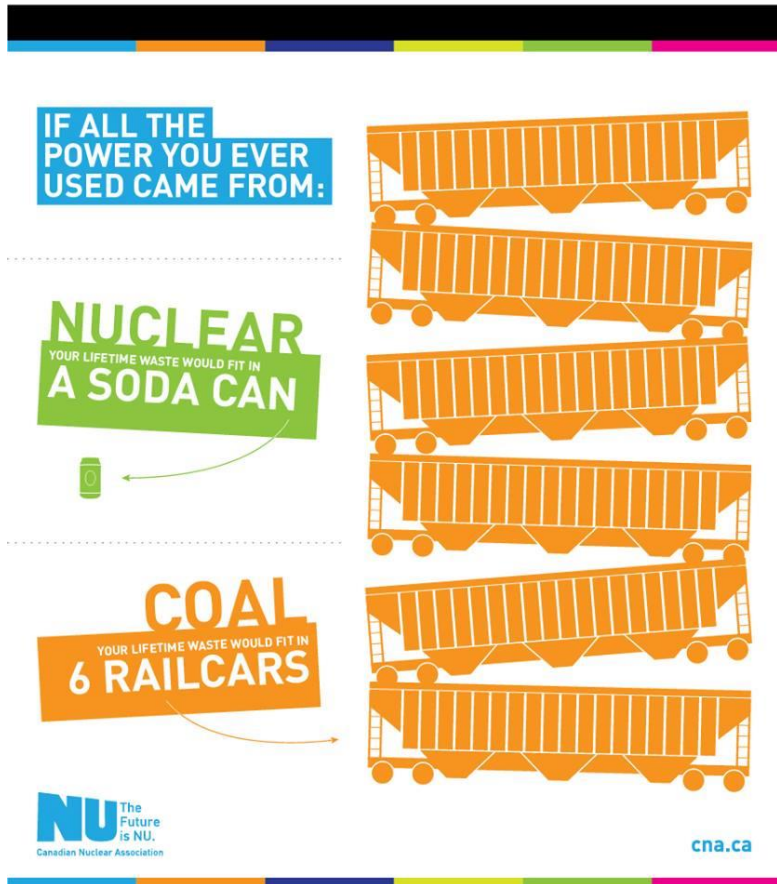


# RISK PERCEPTION



# COMMUNICATING NUCLEAR ISSUES AND IMPACTING THE METANARRATIVE

Information, education, transparency, explanation, humor, openness, kindness, precision, empowerment and engagement of stakeholders.

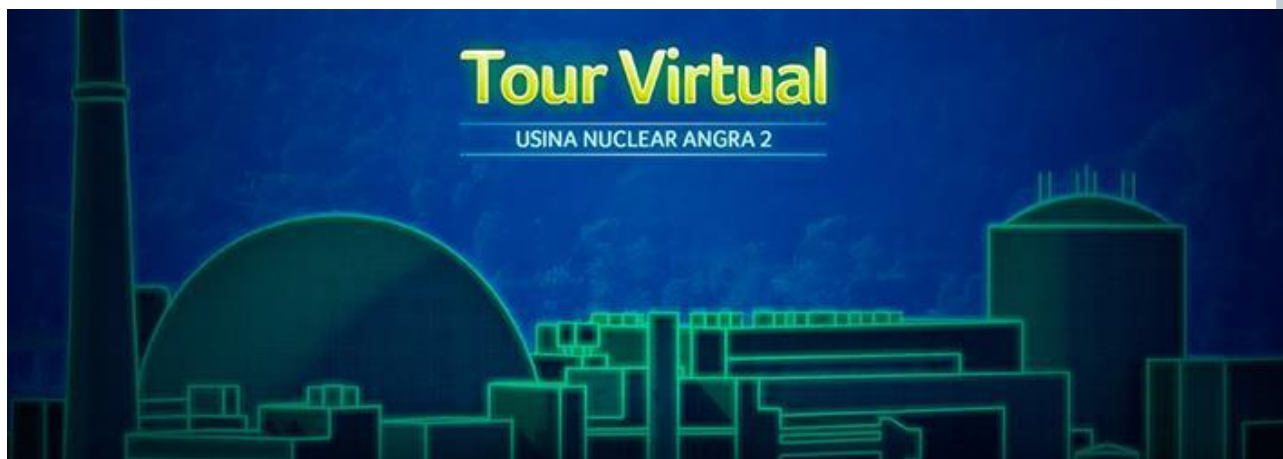






A Eletronuclear se vestiu de rosa por um motivo muito especial:



# Outubro Rosa



Visite a central nuclear de Angra  
Conheça o nosso programa de visitas



17/09/2015 18h25 - Atualizado em 17/09/2015 18h25

## Brasileira supera 4 finalistas e vence Olimpíada Nuclear Mundial na Áustria

Alice Cunha, de 25 anos, concorreu com vídeo e redação sobre a área. Jovem está no último ano de engenharia nuclear na UFRJ.

Do G1, em São Paulo



Alice Cunha, da UFRJ, venceu a Olimpíada Mundial Nuclear (Foto: Reprodução/World Nuclear University)

A brasileira Alice Cunha da Silva, de 25 anos, venceu a edição de 2015 da Olimpíada Nuclear Mundial em Viena, na Áustria. O anúncio foi feito nesta quinta-feira (17) pela organizadora do evento, a Universidade Nuclear Mundial (WNU, na sigla em inglês). Alice, que, segundo a WNU, está no último ano do curso de graduação e engenharia nuclear na Universidade Federal do Rio de Janeiro (**UFRJ**), superou os outros quatro finalistas, dois estudantes da Índia, um da Malásia e um das Filipinas.







# REFERENCES

IAEA; ELETRONUCLEAR. **Comunicação com o público em uma emergência nuclear ou radiológica**. Rio de Janeiro: Capax Dei, 2013.

SANDMAN, Peter. **Improving dialogue with communities**: a short guide for government risk communication. New Brunswick: New Jersey Department of Environmental Protection, 1988.

THE Battle of Chernobyl. Direção: Thomas Johnson. Produção: Hind Saih. Ucrânia: Play Film, 2006. Disponível em: <<http://www.youtube.com/watch?v=m3GmD4CepVQ>>. Acesso em: 30 ago. 2015.





**THANK YOU!**  
**OBRIGADA!**