THE SILENT BUZZ of GEO SCIENCES
The Challenge of Geosciences Communication in the Italian Framework

Whenever an emergency happens the sophisticated mechanism of risk communication get jammed. The pervasiveness and speed of information, which runs on web and falls on traditional media, has the effect of a flood, bringing to light fractures and fragilities of the communication. A process that seems difficult to innovate and to reframe, so to respond to changing demand of information.

The "logos" of Geology and the geological “narrative” are fundamental in the anthropocene, allowing to shift the focus back on the human/environment interaction. Geologists are often ignored, as bearers of uncomfortable messages, but it is unquestionable the importance of Earth Sciences and the social role of the Geologist (Geoethics) for Disaster Resilience.

BREAKING NEWS

We envisage a lack of a socio-historical memory of risk, as the effect of imperfect and poorly coordinated communication. Moreover, disaster communication has been too often focused on information when an emergency occurs, rather than on explicit scientific knowledge on environmental dynamics and their interaction with human activity (preparedness).

THE CHALLENGE FOR THE GEO SCIENTISTS COMMUNITY

DEVELOP A COORDINATED COMMUNICATION APPROACH FOR GEO SCIENCES AS AN ETHICAL IMPERATIVE, AND AS A PRE-REQUISITE TO RISK AND EMERGENCY COMMUNICATION.

Geoethics?

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