

## APPLYING COMMUNICATIVE-PERSUASIVE THEORIES IN PROMOTING EARTHQUAKES SAFETY CULTURE

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Lack of enough awareness about the right ways of finding shelter, principles of building construction, structural and non-structural retrofitting, lack of enough information about the active faults and earthquakes knowledge are among those issues which impose financial and non-financial expenses on a country after an earthquake by which we can considerably decrease earthquake loss and damages through applying the safety principles. Promoting safety behaviors among people can widely reduce damage costs and increase safety against earthquake.

In this regard, using methods of communication and persuasion has been always an important part of human life. People, groups and organizations are trying to make changes in people by using these methods and mass media messages in order to perform an action or prevent them from doing the other (Severin and Tankard, 2000). In order to cause behavioral changes in people, first it is necessary to examine their attitudes towards a particular subject and make the changes if necessary. This paper is aimed at exploring ways of changing people's attitudes towards promoting earthquake safety culture and scientific and practical persuasion through mass communication methods. Here, two persuasion theories, the "fear appeal" and "Katz functional approach" can be used to make changes in people's attitudes toward promotion of earthquake safety culture. This study is based on a research conducted on Tabriz civilians for whom Ahar-Varzeghan earthquake has been considered as a "frightening message".

The research method of this paper is survey and data that was gathered by questionnaire. The sample size was determined by the Cochran formula (385). The questionnaire was distributed among 385 people randomly.

According to the following tables; the results show that the greater the earthquake, the more the tendency for learning earthquake-related issues is (Zare et al., 2013). Also, according to this research we can use the technique of "widespread frequent message sending" in the process of changing approaches towards retrofitting and emphasize on the necessity for participating in such issue.

Table 1. Relationship between feeling of earthquake greatness and learning earthquake issues (Zare et al., 2013)

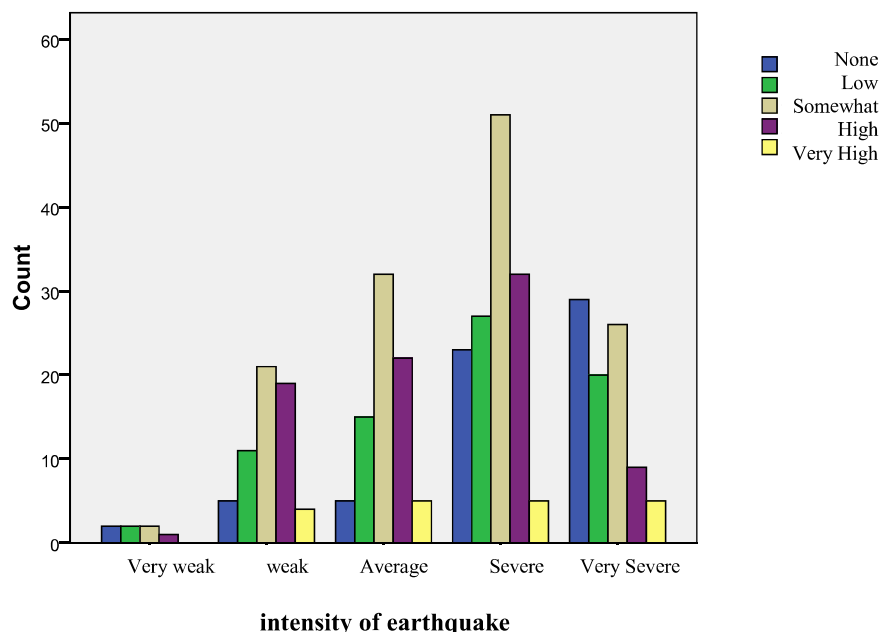
		Evaluation of Learning Earthquake-related Issues					Total
		None	Low	Somewhat	High	Very High	
Feel of Earthquake Greatness	Very weak	2	2	2	1	0	7
	Weak	5	11	21	19	4	60
	Average	5	15	32	22	5	79
	Severe	23	27	51	32	5	138
	Very Severe	29	20	26	9	5	89
Total		64	75	132	83	19	373

Table 2: Chi- Square Tests

	Amount	df	Significant level
Pearson Chi-Square	34.580 <sup>a</sup>	16	.005
Likelihood Ratio	35.837	16	.003
Linear-by-Linear Association	15.629	1	.000
N of Valid Cases	373		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .36.

Bar Chart



## REFERENCES

- Severin WJ and Tankard JW (2000) Communication Theories: Origins, Methods and Uses in the Mass Media (5th Edition), Addison Wesley Longman Inc.
- Zare M, Pishnamazi P, Saeedi A, Nazm Azar B and Kamali E (2013) The Effect of Ahar-Varzaghan Earthquakes on Tabriz City, Municipality of Tehran (In Persian)

