

The Current Status and Implications of Nuclear Energy Cultural Activities

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1. Introduction

The Korean nuclear energy community paid a high price in terms of the tremendous social costs incurred in the process of securing a site for mid-to-low radioactive waste disposal facility, indicating that interest in the technical danger of nuclear energy has spread to the realm of people's daily lives.

Under the circumstances it is important to raise rational public awareness of nuclear science as a foundation of everyday life through nuclear cultural activities. This study examines the various types of public relations activities of the Korea Nuclear Energy Foundation, an organization in charge of promoting nuclear energy, and explores what activities are required to ensure efficient promotion in accordance with development of nuclear culture.

2. Classification of types of nuclear energy cultural activities

It is extremely difficult to classify nuclear cultural activities when there have not yet been sufficient theoretical discussions. However, this paper attempts to classify nuclear energy cultural activities into several types based on the purpose and objects of nuclear culture projects actually implemented by the Korea Nuclear Energy Foundation.

Nuclear cultural activities can be classified on the basis of two axes, namely, the "purposes of activities" and "objects of the activities." The purposes of nuclear cultural activities are largely divided into "enhancing awareness of nuclear energy among the public and promoting the usefulness of nuclear energy (enlightenment and promotion);" "raising nuclear technology literacy rates;" and "boosting social ethics and responsibility."

Concerning the object of nuclear cultural activities, nuclear cultural activities can be divided into "students and teenagers;" "adults and social classes;" and "science and technology experts and groups" – depending on whom the cultural activities are directed

at. Based on these, nuclear cultural activities can be classified into the following four areas:

○ Area I: "Nuclear culture space and event" programs

Programs in this area are aimed at providing general information on nuclear technology and raising awareness of and interest in it. The Foundation runs the Nuclear Energy Science Museum, an exhibition space designed to raise awareness, while hosting a wide variety of nuclear cultural events to promote excellence of nuclear technology and secure a foundation for support.

○ Area II: "Nuclear energy education and contents development" programs

Programs in this area target specific groups, including the younger generation, aiming to enhance knowledge and understanding of nuclear energy.

Much investment has been made in the development of contents in diverse formats to deliver specialized knowledge of nuclear energy in an interesting and easily understandable manner for the general public and teenagers. A number of nuclear culture programs to this effect are being offered. In particular, the Foundation provides differentiated programs depending on class, age and groups, reflecting diverse needs and levels of recipients of nuclear culture programs. Through such efforts, the Foundation strives to heighten participation in individual programs and maximize their impact.

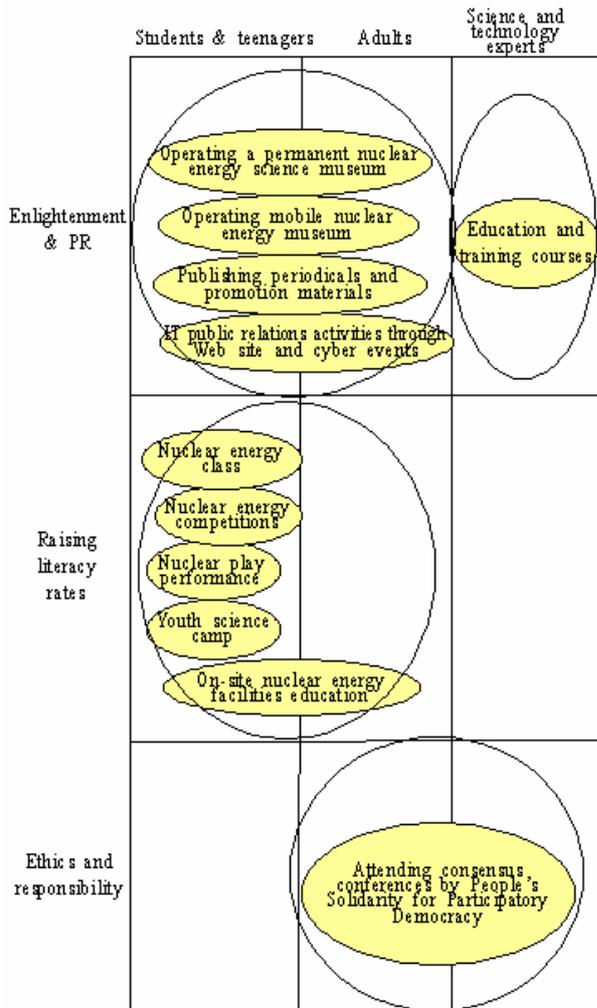
○ Area III: "Nuclear energy communication" programs

Programs in this area are aimed at improving communication between the nuclear energy community and non-nuclear energy community and at invigorating such communications. Nuclear energy communication, which facilitates mutual communication among those who have high levels of knowledge and experience in science and technology – including nuclear energy technicians, journalists and educators – is considered very important.

○ Area IV: “Public’s awareness enhancement” programs

Inducing participation of citizens in the future direction of nuclear energy policy is difficult to secure legitimacy for providing support for nuclear energy science and technology area without the understanding and participation by the public in nuclear energy technology. Thus, developed countries are expanding efforts to enhance the public’s awareness of nuclear energy and their participation.

3. Classification of the Foundation’s nuclear culture activities



I. Figure 1<Classification of the Foundation’s nuclear culture activities>

4. Conclusion

Nuclear culture activities by the Korea Nuclear Energy Foundation are focused on the first and second areas of “nuclear culture space and event” programs and “nuclear education and contents development” programs.

Therefore, in order to promote Korea’s nuclear energy culture, it is deemed necessary to become more expert-oriented in terms of the object of nuclear cultural activities and to develop programs for advanced stages with elements of social responsibility in terms of purpose. In addition, it is necessary to analyze nuclear cultural activities by advanced foreign institutions that have more experience in promoting nuclear energy and observe their implications.

【References】

- (1) Korea Nuclear Energy Foundation (2005), 2005 Annual Report
- (2) Lee Ju-Hyeon (2006), Trends and Implications of Technology Cultural Activities in Korea and Abroad