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65. TERRORISM AND COMMUNICATION WITH THE PUBLIC

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ABSTRACT

Terrorism has become a reality of the modern world, and it shall remain so for some time to come. The scientific, technical and technological developments make terrorism even more dangerous because of the possibilities of contemporary weapons and equipment, which can reach and have effects almost unimaginable.

The use of chemical, biological and nuclear materials as means of terrorist activities has, as a result, the same effects on the population as, for example, natural disasters, explosions, etc. have.

It often happens that people, who are not in any way immediately linked with the aims and interests of terrorist organizations, get hurt because of terrorist activities. They die simply because they have found themselves at the location of or in the object of terrorist activity. Given the fact that terrorism is always directed to attracting attention of possibly greatest number of people, in other words overall local and international public, one other effect of terrorist action inevitably becomes pronounced and that is fear of the public. This fear is not only a by-result of terrorism, moreover, it is an intended effect. Regarding that terrorism "likes the public", to set oneself successfully against it would exactly mean directing action towards that very public. Namely, on time, regular, considerate and objective informing about terrorism through the mass media can lessen the fear, and thus increase the effect of protection activities.

KEYWORDS

Terrorism, disaster, public, fear, informing