

# **ROLE OF YOUTH OF CITY OZYORSK IN CREATION OF POSITIVE IMAGE OF NUCLEAR ENERGY AT THE POPULATION OF CHELYABINSK REGION**

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## **ABSTRACT**

At present Atomic Energy was confronted with the great problem of the negative attitude of population to its development. Consequently it is necessary to reorient public opinion in the side of the valid attitude to Atomic Energy as it is the basis of the further economic growth of the region.

The young specialists of the modern factory of the Atomic Industry PA "MAYAK" should carry out the active work for creation positive image of Nuclear Energy in the Chelyabinsk region.

## **INTRODUCTION**

The town Ozyorsk and adjoining territory represent picturesque place Zauralya. Near Eastern Ural range among a continuous circuit of pure lakes and woods the small and large occupied items are located, among which the cities created as far back as in times Demidov - of town Kyshtym and Kasly, entered more than for 200 years in a natural landscape, and absolutely young city Ozyorsk, occurrence broken a nature both settled life and life of the population are allocated. How and why did it happen? Let's address to a richest history of creation and development of city Ozyorsk, (Chelyabinsk - 40: it was called just originally).

After USA for the first time have applied in 1945 the nuclear weapon, a leaders of USSR with the purpose of liquidation of monopoly on this kind of arms both protection of the country and people has accepted the decision on creation of nuclear branch. Chemical factory "MAYAK", marking the beginning to formation of city Ozyorsk became firstling. Soon in USSR the tests of a nuclear bomb have passed, the monopoly was destroyed. The nuclear shield was created. Employees of Atomic Industry celebrated a victory. The weapon was created at the cost of huge efforts, mobilization of all means of the country experiencing past-war ruin,. It became the beginning of many next years of development of military manufacture deep into and in breadth. But the country has paid dear. One of payments is illness and premature death of many and many workers, large sites of territories polluted with radioactive substances. All was made for the first time, the time for researches was not released.

Per the first years of existence the activity of Production Association "MAYAK" led to large-scale and petty failures, which have put an irreplaceable loss to an environmental environment and health of the population

of region. Results of activity at former years are a lake Karachay, industrial reservoirs, Eastern Ural Radioactive Trace. It is necessary to note, there are two large factories of Ministry of Atomic Industry of Russian Federation are located in territory of the Chelyabinsk region besides PA "MAYAK". The presence of three giants of a nuclear industry causes the special ecological specification of the situation in the region.

## **IMAGE OF ATOMIC ENERGY AT PRESENT**

Thus now image of Atomic Industry in the Chelyabinsk region leaves to wish best. It is caused by a number of the objective reasons. In 50 - 60 years the population which has survived horrors of the second world war, concerned to Atomic Industry as to a means of strengthening defence capacity of the country and reliable source of improvement of the people's living standards. Besides the major decisions on construction, operation of nuclear objects were accepted at the highest governmental and party level in the region of the increased privacy. It was simple to convince the population of necessity of such approach in that time. And the population with understanding concerned to problems of development of nuclear technologies in civil and defensive fields of economy. (Kravetz, 1998).

Sudden transition from the maniacal regime of general secrecy to an unguided openness in the circumstances of ecological illiteracy of basic bulk of the population complemented by activity of mass-media, deprived of many moral and professional criterions, have resulted in deformation of public opinion. (Kononov, 1999).

The problems of the manipulation with radioactive waste products, problems of a nuclear industry, nuclear defensive

programs quickly enough and easily became a subject of political discussions, centre of political struggle of various parties and movements during numerous pre-election campaigns at the end of 1980 - beginning of 1990 years.

The sharp deterioration of the attitude of a public and population to a nuclear industry has taken place after failure on Chernobyl Atomic Electric power-station in 1986.

It was an incitement to discussion of activity of other enterprises of nuclear branch, including PA "MAYAK". The information on incidents which were having place at the enterprise at dawn of development of Atomic Industry began to occur. However, the most part the information was informal, that has resulted in appearance of the most varied speculations, conjectures, rumours, assumptions and appreciation's far from the validity.

Because of that the regime of secrecy existed long years, and that the data on activity of the enterprise were concealed, today it is maintained that the reason of all ecological problems of the region is the modern enterprise of the Ministry of Atomic Industry of Russian Federation PA "MAYAK", and not the great number of the out-of-date factories of metallurgical, chemical, power branches that are situated in the Chelyabinsk region.

Connected with preferential financing and supply, more high standard of life of the city dwellers Ozyorsk in comparison with adjoining territory promoted the formation of the negative attitude to Atomic Energy of the population.

## **THE ROLE OF "GREEN" MOVEMENTS IN CREATION OF ATTITUDE TO ATOMIC ENERGY OF THE POPULATION**

Besides so-called social - ecological and ecological public organizations and movements became active in conditions of economic crisis and protecting interests of solvent layers of a society including representatives of alternative kinds of energy have played the large role and till now play.

These "green" movements became a serious obstacle on the way of development of Atomic Energy to Chelyabinsk region, as they using every possible receptions of processing of public opinion, focus it on dislike of the scientific and technical tendencies. In particular there is a systematic propagation of refusal from construction Atomic Electric power-station in region though shortage of the electric power here is observed and thermal electric power-station pollute an environment, putting it irreplaceable damage. Such public organizations excite the population, intimidate it. And the people refuse economic development of region, because they afraid that the hypothetical damage to environment can be caused. But it is not taken into account that economic degradation causes irreparable damage to the environment.

The characteristic representative of such public movements is the movement " For nuclear safety ". Its activity causes huge damage to economy of the

Chelyabinsk region and formation of impartial public opinion about necessary development of Atomic Industry in the region. This movement adheres position of complete denying of Atomic Energy of Russia as such, which is propagandized by using seminars, mass-media, conference etc. The information distributed "green" , has the brightly expressed tendentious character and has no professional basis under itself.

In activity of such movements it is precisely looked through that they carry out the certain command and certainly receive compensation for this.

It is necessary to note that the purposeful work which is spent "green" for "training" of socially active persons living in territorial formation of city Ozyorsk to methods and receptions of processing of public opinion is observed recently.

## **INFLUENCING TO THE PUBLIC OPINION FACTORS IN REGION**

So it is possible to allocate the following factors rendering influence on the attitude of the population of the Chelyabinsk region to Atomic Energy:

- Large and petty failures which were having place on PA "MAYAK" at the last decades;
- Strict regime of secrecy existing long years;
- Prevalence of the negative information about Atomic Energy;
- Active work of antinuclear public movements.

## **BASIS OF YOUTH WORK BY CREATION OF POSITIVE PUBLIC OPINION**

It is obvious that one of the main problems of Atomic Energy in region is the reorientation of public opinion in the side of the valid attitude to objects of a nuclear industry, their development, employees of branch or else creation of positive image of Atomic Energy at the population.

To solve this problem it is necessary to organize in region educational and based on the objective scientific data work with all stratum of the population.

The purpose of work as was already spoken above is formation of the positive attitude to Atomic Energy at the population and public and also overcoming of fears and doubts reigning in minds of the people and skilfully used by the opponents of Atomic Energy. (1)

The active participation in such work should be accepted by youth. We, young specialists of PA "MAYAK" worrying about future of the Atomic Energy must unite and devote our energies to change public attitude of our region to atomic energy. We must inform people about that atomic energy is the basis of economic growths of the society.

For the beginning we shall define the work with what stratum of the population can most effectively be carried out by youth.

The foreign and domestic publications recommend the population to classify on categories:

- Chiefs of administrations, deputies of regional and local councils etc., accepting decisions connected to activity of objects of the Ministry of a nuclear industry of Russian Federation;
- Chiefs and active representative of public movements;
- Chiefs and active representative of public antinuclear movements;
- Workers and specialists of the enterprises of the Ministry of a nuclear industry;
- Creative and technical intelligency;
- Children under school age;
- Pupils of general educational and special schools;
- Students;
- Teacher of schools, teachers of higher educational institutions;
- Tutors;
- Doctors and medical workers;
- Population living in the next territories, including polluted;
- Mass-media.

First of all youth should carry out work with a young part of the population namely: children under school age, pupils, students, which can play the role of retranslates, because in some time today's pupils will be work in all branches of production of Russia. Their opinion will define the attitude of the society to atomic energy. That's why it is necessary to act right now while their attitude to nuclear energy does not form finally. Besides, our same ages will trust more to us, as we have common problems and it is easy to find the same point of view.

In 1993 the attempt was made to find out the attitude of the pupils to Atomic Energy and its development in Russia with the help of questioning of the pupils.

Considering the data of questioning and own experience, we shall allocate the following features describing the attitude of our youth to Atomic Energy:

- The high probability of failures on objects of a nuclear industry is basic argument those who protest against development of Atomic Energy in Russia;
- The objects of a nuclear industry should settle down in the deserted remote places;
- Radioactive waste are a serious and insoluble problem for the future generations;
- The operation of objects of a nuclear industry renders negative influence on health of the people;
- The atomic energy is dangerous and, hence, it cannot be applied.

Thus it is possible to make a conclusion about insufficiency, and in some cases, and absence of educational work.

Youth, as however and other categories of the population, do not distinguish levels of danger, which is represented by objects of a nuclear industry at normal work and at failures. The people are afraid radiation,

because do not understand phenomenon "radio-activity". They count that radiation is fatal even in the smallest dozes. Also fact that radiation is imperceptible and it has no neither smell, nor colour, taste causes mistrust.

The young people, sitting in the automobile, making flight by the plane, drinking spirits, smoking cigarettes, do not ponder that they subject themselves risks each time, in other words, they accept these risks irrespective of their size. Why? Because this risk is realized, it proceeds from familiar concepts and phenomena, which can be seen and check. (Kravetz, 1998)

Proceeding from above told, it is possible to allocate the basic directions in work with youth:

- Increase literacy of the young people on radiation safety and ecology, nuclear safety, medical-biological aspects of influence of radiations, bases of nuclear power;
- Explanation of concept "radiation" as natural factor of biosphere, under which action on ground there was a life and there was an evolution;
- Explanation of the importance of the contribution of a nuclear industry in a national economy;
- Preparation and dissemination the information on use of an atomic energy in the country and abroad;
- Overcoming "Chernobyl" синдром, restoration of confidence in enough high level of professionalism and qualification of the staff, in reliable operation of objects of a nuclear industry, in their nuclear and radiating safety;
- Informing about operation of objects of a nuclear industry;
- Explanation of problems of power supply and fuel and energy balance of region;
- Informing about results of work of objects of a nuclear industry;
- Explanation of problems of Atomic Energy: economy, comparison with other sources of energy, ecology, risk, processing and burial place of radioactive waste etc.

It is necessary to take into account the specific features and interests of its stratum. Therefore the first stage is discovery of the attitude of Chelyabinsk region's youth to atomic industry by sociological questioning. On the base of analysis of results it is necessary to find out priority tasks further work.

Examples of forms of the work with:

1. Children: educational games, quizzing games, competitions, viewing of films and animated cartoon;
2. Pupils: educational games, discussions, conducting excursions, competitions, drawing to joint actions;
3. Students: conducting excursions, educational lectures, youth conferences, drawing participation in youth movements.

## CONCLUSION

Thus it is possible to make an inference that further development of Atomic Energy in the Chelyabinsk region depend on degree of youth activity of the work with the

public with the aim to create of positive image of nuclear energy in the region. Futher we are waiting for difficult but necessary and interest work. Atomic energy is our future. It is basis of social-economic progress of our country.

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