

Helena Hansson-Nylund: **"Rhetoric of renewal in information booklets about health risks after the nuclear accident in Japan 2011"**

In the year 2017, the region of Fukushima, Japan, has taken a new step of reconstruction after the nuclear accident at Fukushima Daiichi Nuclear Power Station that occurred in March, 2011. An important part of the previously evacuated area is now considered habitable. People can now return to their homes after a period of decontamination of their living areas. A comparative analysis has focused on the rhetoric of health information and crisis recovery in material from the Japanese government and non-governmental parental organizations.

In a post-disaster situation, we need certain messages that will strengthen our ability to handle the situation. Generally, demonstrative rhetoric delivers shared values, a sense of unity, hope and visions about the future. In crisis rhetoric, the renewal narrative is said to create meaning for future action. More specifically, in Japan after the nuclear accident, the rhetorical tasks can be identified as 1) support of practical life decisions (Takahashi, 2016), 2) recovery from the crisis incident (Murakami et al 2017), 3) rebuilding of trust in the control of the industry (Cotton et al. 2015), 4) building trust in democratic administration on local, regional and national level (Nohrstedt, 1991).

Both the Japanese government and other associations have distributed information booklets about radiation, decontamination and health advice after nuclear accident. In the booklets, facts and figures are combined with emotional and practical crisis support. The comic book format is used together with other visual elements such as graphs, tablets, and more abstract elements. In a comparison between a booklet from the Japanese government and one from a parental organization, we can see different approaches to post-disaster rhetorical tasks.