

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth - Space Outreach to the General Public (6)

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THE CONSTRUCTION OF PUBLIC RELATIONS IN SPACE ACTIVITIES

Abstract

The space activities include the human activities of space exploration, the development and application of space resources, and the crisis management of disaster or accident about space. At the early stage, the space activities are experiments with military rockets, limited to a single nation and kept confidentiality. The public support and engagement in space are not necessary. But as the development of space activities, the scale and influence have gradually expanded. Therefore, for spreading space scientific knowledge to the public and winning public support, the public relations have become important for space nations. Above all, for a disaster or accident about space activities, such as crashed space shuttle or meteorites colliding, the public crisis management for parlaying the disaster or accident into valuable learning opportunities of space knowledge for the general public, plays an even greater role in the future space activities. On the base of the character of space activities, and taking some important events for example, this paper investigates and analyses the construction of public relations for space outreach to the general public and crisis management. Furthermore, the present and development tendency of the construction of public relations in space activities are investigated also.