

# Free research paper about chilean copper mine collapse

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On August 5, 2010, San Jose Copper-gold mine suffers a huge rock failure and traps 33 miners underground. The location of the mine is 45 kilometers north of Copiano, Chile. The 33 miners are 700 meters deep and five kilometers from the portal (Franklin, 2011). This research will identify the audience in the Chile copper-gold mine incident highlighting their role and needs. This paper will discuss the best method of communication as well as the actions taken that will ensure the intended delivery on the message. In the modern-day communication, the public does not exist. In this view, any communication release should target a particular target. It is important to identify the roles and the needs of the audience so that the message delivered can attain its intention.

### **Different Roles and the People in the Audience**

The main audience in this scenario of Chilean Mine incident is the families of miners and colleagues. One must use the correct wording and tone to communicate the information. The relationship between the 33 miners and their families is close and emotional tendency can occur. Colleagues can suffer trauma since they are prone to the similar circumstances since they work together. Colleagues may have experience anxiety since it could be them facing similar conditions as the 33 miners.

### **The Potential need of the families of the miners**

The family members demand more information concerning the victims who encounter accidents in the course of work. One must provide them with the actual time of the incident, the number of people trapped, as well as the company's measure to rescue them. The person-in-charge must elaborate

the current action negated to assist the victims as they wait for the rescue team. Families remain close by to receive updates to the process of rescuing the miners. One has to assure the family members concerning the procedures undertaken by the rescue team will be fruitful to ensure the safety of the miners.

### **The Potential need of the employees**

Workers are fully aware of the present risks in the work engagement, in this case communication is concise and formal. They also need updates from the rescue operation concerning the extent of the process. Workers need assurance on whether other mines are on the verge of collapse. It is due to the tension created after some of their co-workers are trapped in the mines. They require sufficient information on the state of the mine once they resume their normal duties.

### **Action undertaken prior and subsequent upon delivery of the message to ensure the intention was received**

Prior to making an official statement to the target audience, one must consider the best channel of communication. To the family members it is best to use electronic media such as television. It is to prevent emotional outburst once they are in contact with the people in charge of the mine. For the employees' face-to-face communication is the perverse method. It is because they are in a better position to comprehend the catastrophe that is facing them. Upon delivery of his message, the communicator will ask for any clarification to verify the information to those that need or in doubt.

## **Draft Communication**

Some of the exploration activities taking place in San Jose mine has led to a catastrophic situation as some of its valuable workers are stuck in a mine, in the course of work. The rescue team is in the process of rescuing the miners and they are doing their best to rescue them. Electronic communication between miners and those out reveal they are alive and their exact location has been verified. It is a daunting task and we kindly request the families to exercise fortitude and restraint as the rescue operations continue. Plans have been made to send the victims food supplies and other essentials as they wait for the rescue team. We will update you with the progress of this incident from time to time, Thank you.

Different audiences necessitate different methods of communication. One method cannot serve all the target audiences. Families require extensive details upon occurrence of the disaster and assurance of the safety of their relatives. Co-workers need the assurance of the safety of their employees and the state of the rest of the mines. References

Franklin, J. (2011). 33 men: inside the miraculous survival and dramatic rescue of the Chilean miners. New York: G. P. Putnam's Sons.