

**Temporal Deixis and the Pragmatics of Crisis Communication in the Film
*Don't Look Up***

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ABSTRACT

This study investigates the pragmatic functions of temporal deixis within the framework of crisis communication in the satirical film *Don't Look Up* (2021). While traditional deictic analysis primarily focuses on spatio-temporal orientation, this paper explores how temporal expressions act as crucial pragmatic tools to construct linguistic urgency, anxiety, and institutional friction during a global catastrophic event. Utilizing a qualitative descriptive research design and Levinson's (1983) framework of deixis, the data were extracted from selected dialogues in the film script where scientific warnings conflict with political and media indifference. The findings reveal that temporal deictic expressions, such as "now," "six months," and "tomorrow," go beyond neutral time-pointing. Instead, they serve as markers of urgency and rhetorical manipulation. The imminent comet threat is systematically framed through conflicting temporal references. The precise and urgent timelines of the scientists are continuously countered by the delayed schedules of political figures and the distracting broadcast windows of media networks. This study concludes that in satirical media, temporal deixis functions as a primary linguistic tool to expose the breakdown of institutional crisis communication and the strategic distortion of objective urgency. Ultimately, understanding these deictic mechanisms reveals broader socio-political implications, demonstrating how linguistic framing in crisis messaging can be weaponized to maintain institutional power at the expense of public safety.

Keywords: Crisis Communication, Pragmatics, Satirical Film, Temporal Deixis

INTRODUCTION

In satirical films have long served as a vital medium for critiquing societal and institutional failures during periods of global crisis (Camp, 2012). By magnifying real-world anxieties through humor and irony, these films effectively expose the vulnerabilities in how public institutions manage catastrophic events. The satirical

film *Don't Look Up* presents a stark allegory of contemporary climate change and pandemic responses by depicting the impending impact of a planet-killing comet (McKay, 2021). The narrative core of this movie centers heavily on the dangerous friction between objective scientific reality and widespread public indifference. This allegory of institutional failure is deeply rooted in language, specifically in how characters articulate time and urgency to either validate or dismiss the crisis. Therefore, this unique dynamic makes the film an excellent subject for analyzing the discursive mechanisms and deictic pragmatics of modern crisis communication. Understanding these linguistic choices provides a window into broader social tensions.

Effective crisis communication inherently depends on the precise and clear delivery of temporal urgency to the public. In linguistic terms, this urgency is often manifested through deictic expressions, which are linguistic pointers that rely entirely on the context of the utterance (Yule, 1996; Leech, 1983). According to the pragmatic framework proposed in the classic literature, temporal deixis locates utterances in time relative to the specific moment of speaking (Levinson, 1983). Words such as “now” or specific numerical countdowns do not merely denote neutral chronological intervals in everyday conversations. In high-stakes scenarios, these expressions function as pragmatic vehicles that carry significant emotional weight and existential dread. They force listeners to recognize the immediate reality of a threat instead of treating it as a distant possibility.

Despite the extensive and valuable studies in pragmatic literature, a significant academic gap remains concerning crisis language. Previous research often treats deixis as a broad grammatical category or shifts the linguistic focus entirely to speech acts and general humor (Nisa & Pravitha, 2023). Consequently, the specific linguistic mechanism through which objective scientific timelines are reframed by political and media discourse has not been fully explored. There is still a lack of deep understanding regarding how time-pointing language can be manipulated to defer action during an active global emergency. To address this critical gap, this study specifically examines the pragmatic functions of temporal deixis in the film *Don't Look Up*. By focusing exclusively on time-pointing expressions, this paper uncovers how the film constructs a state of linguistic urgency.

The film highlights the stark contrast between scientific warnings and the passive stance of political figures. At the same time, the research observes how institutional figures systematically dismantle this urgency to protect their own political agendas (Shanahan et al., 2019). The analysis breaks down the exact words used by different characters to show the clash between natural timelines and bureaucratic schedules. Ultimately, this study hopes to provide a deeper insight into the pragmatic failures of institutional communication during catastrophic events. It will prove that the way people refer to time in language directly dictates the survival actions they are willing to validate in society (Raile et al., 2022). Analyzing these elements reveals the hidden power dynamics present in crisis management.

This specific focus allows for a much clearer understanding of how language shapes public perception in dire situations. The study emphasizes that understanding temporal deixis goes far beyond basic grammar and enters the realm of social influence (Ulla, 2020). Recognizing the significant impact of these linguistic strategies provides valuable insights for improving modern communication models. Exploring the pragmatic use of deictic expressions can yield a deeper understanding of how actual authorities manipulate public urgency. Creating clear communication guidelines that prevent the intentional distortion of time references could eventually help society respond much faster to critical global threats. Such guidelines are essential for maintaining public trust during life-threatening events.

The ultimate goal is to map the specific linguistic polarization structured around conflicting temporal realities among the main characters. This study organizes pivotal extracts into thematic dimensions to comprehensively map the pragmatic manipulation of time during a global emergency. These thematic categories include scientific urgency, political institutional evasion, and media synchronization. By examining these dimensions, the research will demonstrate that failure to manage a global catastrophe is deeply rooted in the strategic distortion of temporal urgency by those in power. Therefore, the study aims to contribute robust empirical findings to the existing body of pragmatic literature. This contribution will hopefully inspire further interdisciplinary research combining linguistics and public policy.

LITERATURE REVIEW

Previous Related Study

Several previous studies have investigated the pragmatic aspects of literary and cinematic works to understand how language shapes social context. Researchers have actively analyzed the general types of deixis in popular movie scripts such as “*Black Swan*” to see how characters point to different realities (Saputri, 2016). Other studies have also examined deictic expressions in written literature to uncover the contextual meaning behind the interactions of fictional characters (Simatupang et al., 2021). Recent linguistic studies continue to explore this area by looking at the pragmatic analysis of deixis in romantic drama movies like “*The Last Letter from Your Lover*” (Irmanistanti et al., 2024). Furthermore, researchers have investigated the use of deictic words in fast-paced action films such as “*Bullet Train*” to understand character positioning (Erdianto & Arifin, 2024). Similarly, the use of deixis in establishing character relationships has been explored in fantasy films like “*Damsel*” (Paundrianagari & Harida, 2024).

These diverse studies confirm that deictic expressions are essential tools for building narrative structures across different entertainment genres (Dylgjeri & Kazazi, 2013). More specifically related to the object of this research, academic interest in the *Don't Look Up* movie script has started to grow in recent years. One notable study explored the pragmatics of this specific film by focusing primarily on illocutionary acts and expressive speech (Nisa & Pravitha, 2023). However, the

specific linguistic mechanism through which objective scientific timelines are reframed by political and media discourse has not been fully explored in these past studies. Furthermore, when compared to recent pragmatic studies on environmental and political discourse, which emphasize how narratives broadly shape hazard preparation (Raile et al., 2022) or policy processes (Shanahan et al., 2019), this research distinctively highlights that the specific manipulation of time-pointing words is the primary linguistic mechanism for such institutional framing. Therefore, this study fills the gap by focusing specifically on the pragmatic functions of temporal deixis in crisis communication.

Crisis Communication

Effective crisis communication inherently depends on the precise and clear delivery of temporal urgency to the public. In linguistic terms, this urgency is often manifested through deictic expressions, which are linguistic pointers that rely entirely on the context of the utterance (Yule, 1996; Leech, 1983). According to the pragmatic framework proposed in the classic literature, temporal deixis locates utterances in time relative to the specific moment of speaking (Levinson, 1983). These time-pointing expressions function beyond their grammatical role of chronological orientation; they can act as rhetorical instruments deployed within a contested field of institutional discourse. This is particularly evident when analyzing communication strategies during catastrophic events, where narratives become a *lingua franca* for hazard preparation (Raile et al., 2022).

Words such as “now” or specific numerical countdowns carry significant emotional weight and existential dread in high-stakes scenarios. They act as pragmatic vehicles to force listeners to recognize the immediate reality of a threat rather than dismissing it as a future possibility. By pointing to an exact day in the future, speakers try to stop listeners from ignoring the core problem. Conversely, other groups may manipulate the deictic center to introduce bureaucratic delay and societal distraction, leveraging narrative power to shape public perception (Shanahan et al., 2019). This theoretical perspective forms the foundation for analyzing how different social groups fight fiercely to control how time is talked about and perceived by the public.

METHOD

Design and Samples

This study adopts a qualitative descriptive research design to analyze the pragmatic functions of language within its specific cinematic and situational context. Qualitative descriptive research is considered the most appropriate method for this study because it allows for a detailed and systematic textual examination of communication phenomena without manipulating the natural environment of the discourse. The primary data source for this study is the official script of the satirical film *Don't Look Up* (2021), written by Adam McKay and David Sirota. The data

analyzed in this study consist of selected utterances, phrases, and sentences that contain temporal deictic expressions spoken by the main characters during scenes involving critical communication regarding the comet threat. The data collection process utilized the purposive sampling technique to ensure that the gathered data align strictly with the specific objectives of the research. Specifically, the exact criteria used to select the 10 key film dialogue extracts out of the entire script required that each extract contain explicit temporal markers, involve a direct communicative clash between scientific facts and institutional responses, and represent one of the three thematic dimensions of the crisis.

Instrument and Procedure

The collection process was managed through several systematic steps. First, the film was watched repeatedly while simultaneously reading the script to achieve a comprehensive understanding of the contextual nuances. To ensure the reliability and textual validity of the data, the written script was cross-checked with the actual spoken dialogues and the visual context displayed in the film. Second, utterances containing temporal deictic markers, such as “now,” “today,” “tomorrow,” and specific countdown durations, were identified and highlighted. Third, the selected data were categorized into a research corpus, noting the speaker, the hearer, and the surrounding communicative crisis.

Data Analysis

For the data analysis, this study employs the pragmatic framework of deixis (Levinson, 1983; Huang, 2014), focusing specifically on temporal deixis. The analysis investigates how these time-pointing expressions function beyond their grammatical role. The step-by-step processing of the data follows the interactive model of qualitative data analysis (Miles et al., 2014). This model consists of data condensation, data display, and conclusion drawing to formulate a clear understanding of temporal deixis in satirical crisis discourse.

RESULT AND DISCUSSION

This section provides a rigorous and exhaustive pragmatic analysis of temporal deictic expressions identified within the official script of the satirical film *Don't Look Up* (McKay, 2021). Grounded in Levinson's (1983) foundational linguistic framework, this study investigates how time pointing words operate far beyond their basic grammatical function of chronological orientation. Instead, the analysis treats these specific expressions as active rhetorical instruments deployed within a contested field of institutional discourse. The findings demonstrate a profound linguistic polarization structured around conflicting temporal realities among the main characters. To present the empirical findings with the maximum possible analytical depth and structural clarity, ten pivotal extracts have been collected directly from the primary text. These valuable data points are organized into three

interconnected thematic dimensions that comprehensively map the pragmatic manipulation of time during a global emergency.

Table 1. Summary of Temporal Deictic Expressions and Pragmatic Functions in Don't Look Up

No.	Speaker	Temporal Deictic Expression	Thematic Category	Pragmatic Function
1	Kate Dibiasky	"in 6 months and 14 days"	Scientific Urgency	Transforming an abstract astronomical observation into an objective, physical deadline
2	Kate Dibiasky	"As of right now", "exactly six months..."	Scientific Urgency	Issuing a severe linguistic ultimatum and eliminating alternative administrative interpretations
3	Dr. Oglethorpe	"now"	Scientific Urgency	Demanding instantaneous military action and closing the gap between theory and execution.
4	President Orlean	"twenty minutes"	Political Evasion	Displaying institutional dominance by compressing a global crisis into a minor office agenda.
5	Jason Orlean	"five minutes"	Political Evasion	Creating a temporal barrier to prioritize a domestic political scandal over planetary survival.
6	Jason Orlean	"Three weeks"	Political Evasion	Overwriting the objective astronomical countdown with the domestic political election calendar.
7	President Orlean	"At this exact moment"	Political Evasion	Freezing the crisis response system and justifying passive administrative delay
8	Jason Orlean	"tonight"	Political Evasion	Compartmentalizing a continuous physical emergency moratorium into standard bureaucratic working hours.
9	Jack Bremmer	"tomorrow"	Media Distortion	Pacifying the television audience and substituting a fatal reality with light entertainment.
10	President Orlean	"approximately 5 months"	Media Distortion	Manipulating public urgency by turning a strict scientific deadline into a flexible issue

Temporal Precision and the Construction of Scientific Urgency

The primary discursive objective of the scientific community within the narrative is to establish the undeniable physical reality of a planetary crisis. To achieve this goal, the characters utilize specific, proximal, and calculated temporal deictic expressions that anchor the discourse to an immutable physical event. This deliberate word choice forces the government authorities to see the timeline as a fixed physical reality that requires immediate action. The scientists refuse to let the impending disaster remain an abstract concept in the minds of the politicians. By locking the conversation to a rigid timeline, they attempt to wake the public and the government from their dangerous ignorance. This strategy highlights the desperate attempt to synchronize human response with the speed of nature.

Extract 1

Kate: “A direct hit of earth in 6 months and 14 days.” (McKay, 2021)

In Extract 1, Kate uses the specific temporal expression “in 6 months and 14 days” to present her alarming discovery (McKay, 2021). This phrase calculates the future starting directly from the exact moment she speaks in the room. From a pragmatic view, this specific countdown changes a normal scientific observation into a real and physical deadline. By pointing to an exact day in the future, Kate tries to stop the politicians from ignoring the core problem. The time marker here serves to connect the future disaster directly to the present conversation. This linguistic connection demands the listener to take the threat seriously without any further delay.

Extract 2

Kate: “As of right now we have exactly six months, ten days, two hours, 11 minutes and 41 seconds, until a comet the size of downtown Denver rips through our atmosphere and extinctions all life on earth.” (McKay, 2021)

Extract 2 shows an even higher and more desperate level of detail from the scientific perspective. Kate starts her statement with the proximal phrase “As of right now” and follows it with a countdown that goes down to the exact second (McKay, 2021). Pragmatically, this extreme detail acts as a strong and final warning to the ignorant public. It forces the listeners to stop their normal daily activities and face the grim reality of the end of the world. This expression clearly exposes the massive conflict between how fast nature moves and how slow humans respond to a crisis. The detailed numbers leave absolutely no room for alternative interpretations or comforting lies.

Extract 3

Dr. Oglethorpe: “Drones that can be outfitted with nukes to deflect and hopefully change the orbit of this comet. But we must act now.” (McKay, 2021)

In Extract 3, Dr. Oglethorpe uses the short and immediate time marker "now" to emphasize the critical situation (McKay, 2021). Rather than talking about a general period in the future, he uses the word as a direct command to start a military defense plan. In pragmatics, this specific word limits the time frame to the absolute present moment of the speaker. He uses it to push the government to move from merely talking about the problem to actually doing something to fix it. This linguistic choice attempts to close the dangerous gap between theoretical knowledge and practical execution. It serves as a verbal push to initiate immediate physical survival tactics.

Temporal Deferral and Political Institutional Evasion

Unlike the scientists, the political characters utilize temporal deixis as an instrument of institutional containment, delay, and dominance. Their linguistic choices consistently prioritize brief administrative cycles and routine office hours over the physical reality of the planetary timeline. The politicians use time references to control the situation and delay making hard decisions regarding the comet. They deliberately shift the focus away from the scientific facts to protect their own political careers. This intentional strategy reveals a dangerous flaw in how modern governments handle catastrophic emergencies. It proves that political survival often overrides planetary survival in bureaucratic settings.

Extract 4

President Orlean: “Tell me about it and then tell me why you’re telling me about it. You’ve got twenty minutes.” (McKay, 2021)

In Extract 4, President Orlean uses the phrase “twenty minutes” to set a very tight limit on the crucial meeting (McKay, 2021). Pragmatically, she uses this short amount of time to show her ultimate power over the scientific experts. By forcing the scientists to explain the end of the world in just twenty minutes, she treats the global disaster like a small and unimportant office task. This word choice sends a clear message that her own daily schedule is far more important than the incoming emergency. It effectively reduces a massive cosmic threat into a manageable administrative inconvenience. The phrase builds a linguistic wall that protects her routine from outside disturbances.

Extract 5

Jason: “Yeah, I know we need five minutes. We’re having a problem with our Supreme Court Nominee. Five minutes.” (McKay, 2021)

In Extract 5, Jason repeats the phrase “five minutes” to make the scientists wait outside the Oval Office (McKay, 2021). Pragmatically, he uses this short time delay to put a domestic political scandal above the critical issue of planetary survival. By making the experts wait in the hallway, the government uses time as a physical wall to block bad news. This action shows that the administration cares more about fixing their public image quickly than preparing for a future disaster. The repetition of the time marker highlights the complete absurdity of the political priorities. It creates a frustrating contrast between a temporary scandal and a permanent extinction event.

Extract 6

President Orlean: “Three weeks. If this breaks before then we could lose Congress and then there's nothing we can do about this anyway.” (McKay, 2021)

Extract 6 shows a major clash between two completely different timelines in the story. The phrase “three weeks” completely changes the focus from the comet’s arrival to the upcoming political election (McKay, 2021). This change in language proves that the leaders are willing to risk global safety just to keep their political power in the short term. The phrase rejects the urgency of the scientific data by making the election the only timeline that truly matters to the government. Pragmatically, the political calendar entirely overwrites the astronomical countdown. The characters weaponize this time reference to justify their dangerous negligence.

Extract 7

President Orlean: “Exactly, the timing...it’s atrocious. At this exact moment... I say we sit tight and assess.” (McKay, 2021)

In Extract 7, the President says “at this exact moment” to explain why she decides to do absolutely nothing (McKay, 2021). While the scientists use the present time to demand urgent action, she uses the present time to stop all defensive processes. Pragmatically, this is a clever rhetorical trick to avoid taking any real responsibility. It turns the current moment into a convenient excuse to delay action under the name of being careful. By framing the present as a time for assessment, she paralyzes the entire crisis response system. This proves that the present moment can be manipulated to serve passive agendas.

Extract 8

Jason: “It’s looking like it’s not happening tonight and I feel horrible, so we’re gonna put you up in a hotel somewhere.” (McKay, 2021)

In Extract 8, Jason uses the word “tonight” to treat a nonstop physical crisis like a normal office job that can be paused (McKay, 2021). By saying the meeting will not happen tonight, he intentionally delays the critical crisis response. This word choice pragmatically pushes the danger to the next day, completely ignoring the fact that the comet keeps moving closer every single second. The expression shows how bureaucratic schedules completely fail to comprehend the continuous nature of a natural disaster. It forces an apocalyptic event to fit into standard government working hours. The word “tonight” here functions as a tool for institutional dismissal.

Media Synchronization and the Distortion of Public Urgency

The third dimension of temporal distortion occurs within the powerful realm of mass media. In this space, temporal deictic markers are systematically employed to keep the public trapped in a shallow comfort zone of the present. The media figures use time words to make the audience focus on light entertainment rather than the incoming danger. This linguistic manipulation serves to protect corporate alliances and prevent any meaningful social panic. Ultimately, the media discourse neutralizes the scientific warnings by changing how the public perceives the remaining time. Media language transforms fatal reality into digestible content. Consequently, the public reception of deictic urgency is heavily diluted; the audience becomes conditioned to perceive catastrophic timelines as mere entertainment schedules, stripping away any collective demand for immediate survival action.

Extract 9

Brie Evantee: “Helps the medicine go down. And speaking of medicine, tomorrow we've got a.” (McKay, 2021)

In Extract 9, the television host uses the word “tomorrow” to quickly move away from the scary news of the comet (McKay, 2021). Pragmatically, this expression trains the audience to focus only on fast and happy television shows instead of real problems. By promising that there will be another regular show the next day, the host makes the audience feel that everything is perfectly normal. This action effectively removes the panic and makes the end of the world seem like just another boring news topic. The time reference acts as a psychological sedative to keep the viewers calm and distracted. It ensures that consumer habits remain undisturbed by apocalyptic facts.

Extract 10

President Orlean: “Estimated time of arrival is approximately 5 months, so we have some time.” (McKay, 2021)

Extract 10 shows how politicians change time facts when they finally talk to the general public on television. Instead of using the exact numbers from the scientists, the President uses the vague phrase “approximately 5 months” and adds “so we have some time” (McKay, 2021). This transforms a terrifying and strict deadline into a flexible problem that can be handled much later. Pragmatically, this phrase is used to calm people down so they do not protest or demand immediate solutions. By making the public feel that they still have a lot of time, the government protects its own image and ignores the scientists’ call for fast action. It is a clear example of time being used for mass manipulation.

The pragmatic analysis of the ten extracts clearly reveals the fundamental reasons why crisis communication in the film ultimately fails. This massive failure does not happen because the scientific data is wrong, hidden, or unclear to the main characters. Instead, it occurs because different social groups fight fiercely to control how time is talked about and perceived by the public. The scientists try their absolute hardest to lock the conversation to a real and physical countdown that nobody can change. In direct contrast, the government and the media intentionally change the time focus to protect their own jobs, investments, and daily schedules. This major finding strongly aligns with previous studies which noted how temporal deixis is often used in film to shape social and narrative dynamics (Budiarta & Gaho, 2021). The way characters point to time becomes a direct reflection of their moral priorities during a global disaster.

To begin with, the study reveals a major communication gap caused by the scientists’ strict reliance on temporal precision. The scientific characters mistakenly believe that stating the exact time of the impact will automatically trigger a global rescue mission. They consistently use specific time markers to present the harsh truth as an undeniable mathematical certainty. However, from a pragmatic perspective, this logical strategy fails completely in a highly bureaucratic environment. The government simply ignores the hard physical facts because the scientific timeline does not match their short-term political agenda. This situation clearly shows that in a corrupted system, speaking the objective truth through precise temporal deixis is not enough to change public policy.

Furthermore, the findings explicitly expose how political leaders use temporal deixis as a calculated tool for institutional evasion. The politicians consistently replace the objective astronomical countdown with their own slow and bureaucratic schedules. They strategically use specific time phrases to delay actions, limit important meetings, and focus entirely on upcoming domestic elections. By doing this, the political authority successfully downplays a massive cosmic disaster into a minor administrative issue that can be postponed. The observation that time markers are weaponized to protect immediate power is highly consistent with recent findings on deixis in action cinema (Gustiana & Adawiyah, 2025). They manipulate the deictic center to ensure that their political survival overrides the urgent need for planetary survival. This linguistic manipulation proves that language is actively used to maintain power even when facing total extinction.

In addition to the political evasion, the media also plays a highly dangerous role in twisting the reality of time. Television hosts and corporate leaders use temporal expressions to keep the general public trapped in a shallow comfort zone. By pointing to a normal and happy tomorrow, the media figures pragmatically erase the unique urgency of the approaching comet. This strategy of distracting the public through media language is similarly observed in critical discourse analyses of other animated and drama films (Farahita & Madayani, 2023). They promise future entertainment and economic progress simply to calm down social panic and maintain television ratings. As a direct result, the audience remains completely passive and distracted while the real physical threat gets closer every single second.

Finally, this study significantly adds to the foundational theory of deixis by highlighting the strong ideological power of time markers. Classical pragmatic studies often treat temporal deixis solely as a neutral grammatical mechanism designed for simple chronological orientation. However, this research proves that time markers can actually be used as powerful weapons to control what people think and do, mirroring findings from short movie pragmatic studies (Dewi, 2025). In this satirical story, the specific way a character talks about time directly decides whether a crisis is treated as a true emergency or ignored as a minor joke. The language of time essentially dictates the boundaries of human survival and institutional responsibility. Therefore, understanding these complex linguistic strategies is highly essential for improving real-world crisis communication in the future.

CONCLUSION

This study successfully highlights the critical role of temporal deictic expressions in shaping crisis communication within the satirical film *Don't Look Up*. The pragmatic analysis reveals that time-pointing words do not merely function as neutral chronological indicators for the characters in the story. Instead, these specific expressions serve as highly contested rhetorical tools utilized to control public perception and institutional response. The scientific figures consistently employ precise and proximal temporal deixis to construct an undeniable reality of impending doom. Conversely, the political and media establishments manipulate the deictic center to introduce bureaucratic delay and societal distraction. Ultimately, this linguistic polarization proves that the failure to manage a global catastrophe is deeply rooted in the strategic distortion of temporal urgency by those in power.

Recognizing the significant impact of these linguistic strategies provides valuable insights for improving modern communication models. Future researchers are highly encouraged to explore the pragmatic use of other deictic expressions, such as spatial or social deixis, within different genres of crisis-related media. Expanding the scope of this analysis to real-world political speeches or environmental campaigns could yield a deeper understanding of how actual authorities manipulate public urgency. Additionally, professional communication practitioners can utilize

these linguistic findings to construct more effective and transparent messaging during emergency situations. Creating clear communication guidelines that prevent the intentional distortion of time references could eventually help society respond much faster to critical global threats. Public communication practitioners must, therefore, adopt strict temporal transparency, avoiding vague delays and ensuring that scientific timelines are conveyed with uncompromised clarity to preserve public trust during active crises.

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