

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 622	Crisis Communication Management	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The knowledge gathered within this course will generate a base to apply strategic communication in crisis and risk situations. This course aiming to enhance the knowledge and skills on prediction, management, controlling and evaluating, seeks also to improve critical and analytical perspective.
Content	Crisis and risk communication management Crisis communication strategies Measurement and evaluation in crisis management Case studies 'Risk Society'
References	Lecture notes. Ulrich BECK, Risk Society: Towards a New Modernity, translated by Mark Ritter, London: Sage Publications, 1992. Ulrich BECK, World Risk Society, Cambridge: Polity Press, 1998. Ulrich BECK, "The Silence of Words and Political Dynamics in the World Risk Society", Logos 1.4, Fall 2002, http://logosonline.home.igc.org/beck.pdf, (01.11.2008). Ulrich BECK, "Living in the World Risk Society", Hubhouse Memorial Public Lecture at LSE, 15 February 2006. Simon CATTLE, "Ulrich Beck, 'Risk Society' and the Media", European Journal of Communication, 13 (1): 5-32. George TERZIS and Myria VASSILADOU, "The Role of the Media During Crisis", www.communicatecooperate.eu/index.php/ezwebin_site/content/download/109/502/file/The_Role_of_the_Media_during_Crises.pdf Claudia ARADOU and Rens Van MUNSTER, "Governing Terrorism Through Risk: Taking Precautions. (un)Knowing the Future", European Journal of International Relations, 13, (89), 2007, pp.90-115. İnci ÇINARLI, "Risk İletişimi Açısından SARS (Şiddetli Akut Solunum Sendromu) Salgını", GSÜ İleti-ş-im Dergisi, no.2, Haziran 3005. İnci ÇINARLI (ed.), Belirsizlik Toplumu'nun Krizi, İstanbul: Beta Yayınları, 2009. Effie AMANATIDOU and Foteini PSARRA, "Risk Communication: A Literature Review", Final Report prepared under the Study 'Evaluation of the Use of Scientific Advice in Risk Communications and the Development of a Community Action Plan, Atlantis Consulting S.A., August 2004. Frank FUREDI, Korku Kültürü: Risk Almanın Riskleri, Çev. Barış Yıldırım, 2001. Anthony GIDDENS, "Risk", BBC/Reith Lectures, Hong Kong, 1999. Slavoj ZIZEK, "Risk Society and Its Discontents", Historical Materialism, vol.2, n.3, 1998, pp.143-164. John P. McHALE, Joseph P. ZOMPETTI ve Mary Anne MOFFITT, "A Hegemonic Model of Crisis Communication: Truthfulness and

Repercussions in Kasky v. Nike”, Journal of Business Communication, vol. 44, n.4, October 2007, pp.374-402.

James E. LUKASZEWSKI. “Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model”, Ragan’s Communication Journal, January/February, 1999.

Doug NEWSOM, Judy VANSLYKE TURK and Dean KRUCKEBERG. This is PR: The Realities of Public Relations, USA: Thomson/Wadsworth, 2003.

Katie PAINE DELAHAYE. “How to Measure Your Results in Crisis”, (2003), <http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis>, KatieDelahayePaine2002.pdfIPR, 11.06.2006.

Mine ŞİMŞEK NARBAY. Kriz İletişimi. İstanbul: Nobel Yayınları, 2006.

David BERG and ROBB Stephen. “Crisis Communication and the ‘Paradigm Case’, Rhetorical and Critical Approaches to Public Relations, Elisabeth TOTH and Robert HEATH (ed.), New Jersey: Lawrence Erlbaum Associates, Inc., 1992.

Tamara KAPLAN. “How Effective Public Relations Saved Johnson & Johnson”, <http://www.personal.psu.edu/users/w/x/wxk116/tylenol/crisis.htm>, 10.03.2005.

Theory Topics

Week	Weekly Contents
1	Definition of 'crisis' and conceptualization of the crisis communication and management process / Crisis typology and stages of crisis. Levels of crisis communication / Proactive and reactive crisis communication
2	Crisis and credibility: definition of the threats against corporate reputation (activists' reactions, product recall, litigation etc.) and global perspectives of crisis (i.e. Enron, 2008 financial and economic crisis)
3	Dealing with the crisis: Crisis management plan. Reaction strategies, crisis team, crisis check-lists etc. / Crisis analyses of Bhopal, Tylenol, 9/11, 2008 Mumbai terror attack, BSE-vCJD, 1999 Marmara earthquake, 2005 Hurricane Katrina, 2007 “Mattel toys”, Merck Vioxx, Turkish Airlines Tekirdağ airplane crash, Toyota, BP Mexican Gulf oil spill etc. crisis' analyses / Communication strategies and mistakes
4	Relations with media and crisis communication: "Imperatives and Impediments" / Termination of the crisis
5	Brand crisis management and its effects on brand equity / A nation as a brand: The case of China
6	Measuring the outcomes and effects of the crisis (evaluation) / The role of the media during an international crisis and media coverage of crisis news
7	Mid-term exam
8	Risk communication
9	Issues management-risk management-crisis management: similar objectives, different tactics and strategies
10	'Fear culture'
11	Modernity and 'Risk Society'
12	'Risk Society' and globalization, neo-liberalism, reflexive modernity
13	Students' presentations
14	Students' presentations

