

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 622	Crisis Communication Management	2	2	0	0	2	5

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	<p>Lecture notes.</p> <p>Ulrich BECK, <i>Risk Society: Towards a New Modernity</i>, translated by Mark Ritter, London: Sage Publications, 1992.</p> <p>Ulrich BECK, <i>World Risk Society</i>, Cambridge: Polity Press, 1998.</p> <p>Ulrich BECK, "The Silence of Words and Political Dynamics in the World Risk Society", Kasım 2001'de yapılan konuşma, Elena Mancini tarafından Almanca'dan tercüme, <i>Logos</i> 1.4, Fall 2002, <a href="http://logosonline.home.igc.org/beck.pdf">http://logosonline.home.igc.org/beck.pdf</a>, (01.11.2008).</p> <p>Ulrich BECK, "Living in the World Risk Society", Hubhouse Memorial Public Lecture at LSE, 15 February 2006.</p> <p>Simon CATTLE, "Ulrich Beck, 'Risk Society' and the Media", <i>European Journal of Communication</i>, 13 (1): 5-32.</p> <p>İnci ÇINARLI, <i>Kriz İletişimi: Örnek Vaka Analizleri ile</i>, İstanbul: Beta Yayınları, 2016.</p> <p>İnci ÇINARLI, "Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı", <i>Gazi Üniversitesi İletişim Kuram ve Araştırma Dergisi</i>, 38, 2014.</p> <p>Claudia ARADOU ve Rens Van MUNSTER, "Governing Terrorism Through Risk: Taking Precautions. (un)Knowing the Future", <i>European Journal of International Relations</i>, 13, (89), 2007, pp.90-115.</p> <p>İnci ÇINARLI, "Risk İletişimi Açısından SARS (Şiddetli Akut Solunum Sendromu) Salgını", <i>GSÜ İletişim Dergisi</i>, no.2, Haziran 3005.</p> <p>İnci ÇINARLI (ed.), <i>Belirsizlik Toplumu'nun Krizi</i>, İstanbul: Beta Yayınları, 2009.</p> <p>Frank FUREDI, <i>Korku Kültürü: Risk Almanın Riskleri</i>, Çev. Barış Yıldırım, 2001.</p> <p>Anthony GIDDENS, "Risk", BBC/Reith Lectures, Hong Kong, 1999.</p> <p>Katie PAINE DELAHAYE. "How to Measure Your Results in Crisis", (2003), <a href="http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis">http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis</a>, KatieDelahayePaine2002.pdf PR, 11.06.2006.</p> <p>Mine ŞİMŞEK NARBAY. <i>Kriz İletişimi</i>. İstanbul: Nobel Yayınları, 2006.</p> <p>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.</p>
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### Theory Topics

Week	Weekly Contents
1	Definition of the 'crisis' concept / Conceptualization of the crisis communication and management process / Crisis typology and stages of crisis / Proactive and reactive crisis communication
2	Crisis communication theories / Crisis response strategies
3	Case studies
4	Media relations during crises
5	The new media and crisis communication

<b>Week</b>	<b>Weekly Contents</b>
6	Evaluation of the results of a crisis
7	Mid-term exam
8	Risk communication
9	Issues management-risk management-crisis management
10	'Culture of fear'
11	Modernity and 'Risk Society'
12	'Risk Society' and globalization, and neo-liberalism
13	'Risk Society' and media / Governmetalilty, bio-power
14	Reflexive modernity