

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP304-G-2	Crisis and Risk Communication Management	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	
Course Level	Bachelor Degree
Objective	The aim of this course is to transmit key information on crisis and risk management and provide an opportunity to practice and also to convey a critical and systematic / analytical perspective.
Content	Crisis, risk and issues management / Theoretical framework and concepts Crisis and risk communication management Crisis communication strategies Case studies Theory of Risk Society
References	Lecture notes. ALLAN Stuart, Media, Risk and Science, UK: Open University Press, 2002. BECK Ulrich, "Living in the World Risk Society", Hubhouse Memorial Public Lecture at LSE, 15 February 2006. BECK Ulrich, Risk Society: Towards a New Modernity, Çev. Mark Ritter, London: Sage Publications, 1992. BECK, Ulrich. World Risk Society, Cambridge: Polity Press, 1998. CATTLE Simon, "Ulrich Beck, 'Risk Society' and the Media", European Journal of Communication, 13 (1): 5-32. COOMBS, Timothy W. ve HOLLADAY Sherry J. (ed.). The Handbook of Crisis Communication, Massachusetts, MA: Blackwell. DELAHAYE PAINE Katie. "How to Measure Your Results in Crisis", (2003), http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis , KatieDelahayePaine2002.pdfIPR, 11.06.2006. GIDDENS Anthony, "Risk", BBC/Reith Lectures, Hong Kong, 1999. FUREDİ Frank, How Fear Works: Culture of Fear in the Twenty-First Century, London: Bloomsbury, 2018. FUREDİ Frank, Culture of Fear Revisited, 4th ed., London: Continuum, 2006.

Theory Topics

Week	Weekly Contents
1	Definition crisis concept / Crisis communication, crisis management
2	Crisis typologies and stages of the crisis / Proactive and reactive communication of the crisis
3	Crisis and corporate reputation
4	Crisis management plan / Crisis communication theories
5	Issues management-risk management- crisis management
6	Crisis response strategies / Case study analysis (Soma mine disaster, Facebook-Cambridge Analytica crisis, BP Mexican Gulf oil spill, Malaysian Airlines MH370, Volkswagen emission crisis, Boeing 747 Max) etc.
7	Mid-term exam (crisis management case study)
8	Crisis communication in a digital world / Social media and crisis management.
9	Media relations in crisis communication. The role of the media in global crises (e.g. terror, epidemics etc.).
10	Evaluating crisis management/ Measuring crisis communication performance
11	Definition of the risk concept / Risk communication
12	Technology and risk perception.
13	Culture of fear / Risk Society I
14	Culture of fear / Risk Society II