

**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", <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>George TERZIS and Myria VASSILADOU, "The Role of the Media During Crisis", <a href="http://www.communicatecooperate.eu/index.php/ezwebin_site/content/download/109/502/file/The_Role_of_the_Media_during_Crises.pdf">www.communicatecooperate.eu/index.php/ezwebin_site/content/download/109/502/file/The_Role_of_the_Media_during_Crises.pdf</a></p> <p>Claudia ARADOU and 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 2005.</p> <p>İnci ÇINARLI (ed.), <i>Belirsizlik Toplumu'nun Krizi</i>, İstanbul: Beta Yayınları, 2009.</p> <p>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.</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>Slavoj ZIZEK, "Risk Society and Its Discontents", <i>Historical Materialism</i>, vol.2, n.3, 1998, pp.143-164.</p> <p>John P. McHALE, Joseph P. ZOMPETTI ve Mary Anne MOFFITT, "A Hegemonic Model of Crisis Communication: Truthfulness and Repercussions in Kasky v. Nike", <i>Journal of Business Communication</i>, vol. 44, n.4, October 2007, pp.374-402.</p> <p>James E. LUKASZEWSKI. "Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model", <i>Ragan's Communication Journal</i>, January/February, 1999.</p> <p>Doug NEWSOM, Judy VANSLYKE TURK and Dean KRUCKEBERG. <i>This is PR: The Realities of Public Relations</i>, USA: Thomson/Wadsworth, 2003.</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> <p>Tamara KAPLAN. "How Effective Public Relations Saved Johnson &amp; Johnson", <a href="http://www.personal.psu.edu/users/w/x/wxk116/tylenol/crisis.htm">http://www.personal.psu.edu/users/w/x/wxk116/tylenol/crisis.htm</a>, 10.03.2005.</p>
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## Theory Topics

Week	Weekly Contents
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