

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
SİY 622	Gestion de la communication de crise	2	2	0	0	2	5

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Master
Objectif du Cours	Les connaissances acquises dans ce cours va générer une base pour pratiquer la communication stratégique dans les situations de crise et de risque. Ce cours vise à améliorer les connaissances et les compétences sur la prévision, la gestion, de contrôle et l'évaluation, vise également à améliorer la perspective critique et analytique.
Contenus	Gestion de crise et de risque Stratégies de communication de crise Mesurement et évaluation en crise Etudes de cas 'La Société du Risque'
Ressources	Notes du cours. 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 et 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 ve 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 et 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.

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
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