

# **RISKY BUSINESS**

**COMMUNICATING ISSUES  
OF SCIENCE, RISK, AND PUBLIC POLICY**

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*Edited by*  
**Lee Wilkins  
and Philip Patterson**

# Risky Business Communicating Issues Of Science Risk And Public Policy

**Anat Gesser-Edelsburg, Yaffa Shir-Raz**



## **Risky Business Communicative Issues Of Science Risk And Public Policy:**

**Risky Business** Lee Wilkins, Philip Patterson, 1991-03-30 The fifteen chapters in this volume deal with science medicine technology disaster and hazard coverage by the media from the perspectives of sociology psychology philosophy and journalism Written for the active reader who is concerned about the issues and willing to begin the work necessary to bring about change the volume suggests ways in which journalists policy makers and citizens can work to correct some of the more pervasive problems of media coverage of science In her foreword Dorothy Nelkin examines the images of science and technology that are conveyed through the media and discovers the dominant theme to be that of scientists as problem solvers authorities and the ultimate source of truth Scientists are seen as pursuing an arcane activity that is both above normal human understanding and beyond criticism Nelkin ends her overview by posing two questions that the succeeding chapters address Why is science writing so uncritical of science and why are scientists so critical of the press The goal of the first segment of the book is the recognition that media coverage of science follows certain predictable patterns and that those patterns will not change unless journalists critically examine their work The second half of the book looks at the decision making process involved in judgments about what and how to publicize and what to keep secret Three early chapters provide a critique of the concept of risk communication the one way transmission of information about various risks in the environment from the expert scientific community to the lay public Media performance is the subject of three chapters that explore research on a diversity of topics from the reporting of medicine and health to media coverage of disasters and natural disasters in both the United States and Japan The influence of individuals who serve as sources and the mandates of professional norms are revealed as the two major factors in science reporting The next two chapters address the issues of secrecy and disclosure focusing on airline and airport safety and media coverage of military science and technology Chapter nine tackles the problem of media coverage of organ donations and transplants Then using as a base an analysis of media coverage of the greenhouse effect in 1987 and 1988 editors Lee Wilkins and Philip Patterson explain when and how certain issues and events find a political symbol Chapter eleven Disasters and the Making of Political Careers offers both analysis of the politics of disaster and advice for journalists and politicians about how they can and cannot expect to cope with disastrous events In the final chapter Wilkins and Patterson address Nelkin's original questions These pages make important reading for journalists and other media specialists politicians policy makers and members of the scientific community This book is also an excellent choice for supplemental reading lists for courses in journalism and communications *Telling is Risky Business* Otto F. Wahl, 1999 Wahl psychology George Mason University examines and summarizes what mental health patients have to say about their experiences of stigma with the goal of increasing public and professional understanding Annotation copyrighted by Book News Inc Portland OR *Applied Risk Communication Within the Corps of Engineers* Clifford S. Russell, Kevin O'Grady, Kevin T. O'Grady, 1996 *Handbook of Risk and Crisis Communication* Robert L. Heath, H.

Dan O'Hair, 2020-10-28 The Handbook of Risk and Crisis Communication explores the scope and purpose of risk and its counterpart crisis to facilitate the understanding of these issues from conceptual and strategic perspectives Recognizing that risk is a central feature of our daily lives found in relationships organizations governments the environment and a wide variety of interactions contributors to this volume explore such questions as What is likely to happen to whom and with what consequences To what extent can science and vigilance prevent or mitigate negative outcomes and What obligation do some segments of local national and global populations have to help other segments manage risks shedding light on the issues in the quest for definitive answers The Handbook offers a broad approach to the study of risk and crisis as joint concerns Chapters explore the reach of crisis and risk communication define and examine key constructs and parse the contexts of these vital areas As a whole the volume presents a comprehensive array of studies that highlight the standard principles and theories on both topics serving as the largest effort to date focused on engaging risk communication discussions in a comprehensive manner Now available in paperback the Handbook of Risk and Crisis Communication can be readily used in graduate coursework and individual research programs With perspectives from psychology sociology anthropology political science economics and communication the Handbook provides vital insights for all disciplines studying risk and is required reading for scholars and researchers investigating risk and crisis in various contexts Nanotechnology, Risk and Communication

A. Anderson, A. Petersen, C. Wilkinson, S. Allan, 2009-02-17 Drawing together insights from media studies sociology and science and technology studies this book is one of the first major studies of media coverage policy debates and public perceptions of nanotechnologies and makes a fascinating and timely contribution to debates about the public communication of science **Handbook of Communication and Social Interaction Skills** John O. Greene, Brant R.

Burleson, 2003-02-26 Providing a thorough review and synthesis of work on communication skills and skill enhancement this Handbook serves as a comprehensive and contemporary survey of theory and research on social interaction skills Editors John O. Greene and Brant R. Burleson have brought together preeminent researchers and writers to contribute to this volume establishing a foundation on which future study and research will build The handbook chapters are organized into five major units general theoretical and methodological issues models of skill acquisition methods of skill assessment fundamental interaction skills both transfunctional and transcontextual function focused skills informing persuading supporting skills used in management of diverse personal relationships friendships romances marriages and skills used in varied venues of public and professional life managing leading teaching Distinctive features of this handbook include broad comprehensive treatment of work on social interaction skills and skill acquisition up to date reviews of research in each area and emphasis on empirically supported strategies for developing and enhancing specific skills Researchers in communication studies psychology family studies business management and related areas will find this volume a comprehensive authoritative source on communications skills and their enhancement and it will be essential reading for scholars and students across the

spectrum of disciplines studying social interaction      *The Environmental Communication Yearbook* Susan L. Senecah, 2004-07-21 Editorial Scope The Environmental Communication Yearbook is a multidisciplinary forum through which a broad audience of academics professionals and practitioners can share and build theoretical critical and applied scholarship addressing environmental communication in a variety of contexts This peer reviewed annual publication invites submissions that showcase and or advance our understanding of the production reception contexts or processes of human communication regarding environmental issues Theoretical expositions literature reviews case studies cultural and mass media studies best practices and essays on emerging issues are welcome as are both qualitative and quantitative methodologies Areas of topical coverage will include participatory processes public participation collaborative decision making dispute resolution consensus building processes regulatory negotiations community dialogue building civic capacity journalism and mass communications newspaper magazine book and other forms of printed mass media advertising and public relations media studies and radio television and Internet broadcasting and communication studies rhetorical historical case studies organizational analyses public relations issues management interpersonal relational dimensions risk communication and psychological cognitive research all of which examine the origins content structure and outcomes of discourse about environmental issues Submissions are accepted on an ongoing basis for inclusion in volumes published annually Audience Researchers scholars students and practitioners in environmental communication journalism rhetoric public relations mass communication risk analysis political science environmental education environmental studies public administrations policymakers others interested in environmental issues and the communication channels used for discourse and information dissemination on the topic For more information and guidelines for submissions visit [www.erlbaum.com/ecy.htm](http://www.erlbaum.com/ecy.htm)

**Managing Risk and Complexity through Open Communication and Teamwork** Phillip K. Tompkins, 2015-06-15 Along with increased complexities in work and life in general in the twenty first century come new and dangerous risks to workers customers and the general public Drawing on decades of experience as a researcher and consultant for a range of organizations and individuals in high risk domains the author of this book presents a powerful theory of open communication and teamwork This unites a range of communication practices and principles that have proven to combat risk and complexity in organizations The book initially focuses on NASA an organization that experiences and engages with high complexity and risk daily As a participant observer in the Apollo program the author witnessed pioneering communication practices that for example empowered engineers with automatic responsibility for any technical problem they perceived It was partly the failure to follow such protocols that resulted in the catastrophes experienced in the Challenger and Columbia tragedies as the author shows Using the lessons learned from the space program the book then explores complexity and risk in medicine aviation the fighting of forest fires and homelessness again consistently finding communication practices that worked and did not work Based on detailed research conducted over several decades the book presents a unified theory linked to generally

applicable communication practices Case studies include the results of an international experiment of surgery conducted in ten countries that produced a highly significant reduction of deaths and infections in Africa India and other parts of the world to the creation of innovative communication practices that significantly reduced risks in the US aviation industry Media, Culture And The Environment Alison Anderson,2013-11-19 This book is intended for final year undergraduates and postgraduates in cultural and media studies as well as postgraduate and academic researchers Courses on culture and the media within sociology environmental studies human geography and politics Media Culture & Environ. Co-P Alison Anderson,2019-07-12 First Published in 1997 This book is intended for final year undergraduates and postgraduates in cultural and media studies as well as postgraduate and academic researchers Courses on culture and the media within sociology environmental studies human geography and politics **Palgrave Handbook of Science and Health Journalism** Kim Walsh-Childers,Merryn McKinnon,2024-04-01 This handbook reviews the extant literature on the most important issues in health and science journalism with a focus on summarizing the relevant research and identifying key questions that are yet to be answered It explores challenges and best practices in health and science reporting formats and audiences key topics such as climate change pandemics and space science and the ethics and political impacts of science and health journalist practice With numerous international contributions it provides a comprehensive overview of an emerging area of journalism studies and science communication **Sustainability, Local Democracy and the Future: The Swedish Model** U. Svedin,Britt Hägerhäll Aniansson,2011-06-27 This book deals with the challenges posed by the transformation of society towards much needed sustainability Especially it deals with the local features of this change but seen in a global context The two cases examined the municipalities of Linköping and Västervik are Swedish but the problems of how to relate locally to a globalized world are common today The cases have been deliberately chosen to expose alternative types of choices for the local communities involved Large Linköping is historically a nodal city of importance in the national grid of regional centres one that relates to the nation state and represents officialdom Small Västervik developed in the context of its forest region setting and metallurgy and today operates directly to wider markets while still emphasising its very local identity The fact that these municipalities border each other provides a similar regional context and differences between them may then not be entirely confused by a debate on drastically different geographical settings **The SAGE Handbook of Risk Communication** Hyunyi Cho,Torsten Reimer,Katherine A. McComas,2014-10-29 In this comprehensive state of the art overview of risk communication the field's leading experts summarize theory current research and practice in a range of disciplines and describe effective communication approaches for risk situations in diverse contexts such as health environment science technology and crisis Offering practical insights the contributors consider risk communication in all contexts and applications interpersonal organizational and societal offering a wider view of risk communication than other volumes Importantly the handbook emphasizes the communication side of risk communication providing integrative

knowledge about the models audiences messages and the media and channels necessary for effective risk communication that enables informed judgments and actions regarding risk Editors Hyunyi Cho Torsten Reimer and Katherine McComas have significantly contributed to the field of risk communication with this important reference work a must have for students scholars and risk and crisis communication professionals

**Big Ideas in Public Relations Research and Practice** Finn Frandsen, Winni Johansen, Ralph Tench, Stefania Romenti, 2019-10-03 Drawing on contributions from the 2018 congress of the European Public Relations Education and Research Association EUPRERA this volume explores and analyses challenges around communication management and big ideas to present findings from current research in corporate communication

**Social Networks and Popular Understanding of Science and Health** Brian G. Southwell, 2013-10-01 A data driven analysis of how different people share information about health through social media Using social media and peer to peer networks to teach people about science and health may seem like an obvious strategy Yet recent research suggests that systematic reliance on social networks may be a recipe for inequity People are not consistently inclined to share information with others around them and many people are constrained by factors outside of their immediate control Ironically the highly social nature of humankind complicates the extent to which we can live in a society united solely by electronic media Stretching well beyond social media this book documents disparate tendencies in the ways people learn and share information about health and science By reviewing a wide array of existing research ranging from a survey of New Orleans residents in the weeks after Hurricane Katrina to analysis of Twitter posts related to H1N1 to a physician led communication campaign explaining the benefits of vaginal birth Brian G Southwell explains why some types of information are more likely to be shared than others and how some people never get exposed to seemingly widely available information This book will appeal to social science students and citizens interested in the role of social networks in information diffusion and yet it also serves as a cautionary tale for communication practitioners and policymakers interested in leveraging social ties as an inexpensive method to spread information

*The Symbolic Earth* James G. Cantrill, Christine L. Oravec, 2021-10-21 The core dilemma in environmental advocacy may be illustrated by the question When we communicate about the world should we stress what we know or what we feel The contributors to *The Symbolic Earth* argue that it is more important to decide how we should talk about what we know and feel In their view the environment is largely a product of how we talk about the world Because the environment is a social construction the only hope we have of preserving it is to understand and alter the fundamental ways we discuss it This collection first examines the ways in which discourse creates environment perceptions Subjects discussed range from the description of natural scenery to the advocacy of political interest groups from the everyday interactions of citizens facing environmental crises to the greenwashing of corporate imagemakers and from the psychology of the mass public to the social constructions of the mass media The authors include nationally known scholars of environmental history rhetorical theory ethnography communication and journalism studies public policy and media criticism

Risk, Culture, and Health Inequality Barbara H. Harthorn, Laury Oaks, 2003-04-30 Examines the diverse uses and abuses of risk by social actors across a wide range of cultural ethnic and geographical locales The introductory chapter by the two co editors analyzes and contextualizes current scholarly debates on the social cultural and political construction of risk It is followed by an overview on the anthropology of harm reduction that outlines an innovative framework for culturally informed risk analysis The remaining nine chapters are organized into three sections The Cultivation of Fear Perceptions of Health Safety and Hazard Risk Makers and Risk Takers and Regulating Risk and the Public's Health The book aims to address a set of questions of theoretical and practical importance to anthropologists sociologists public health scholars and professionals and public policy advocates among others These questions include How do individuals conceptualize and respond to risk Can risk be a tool of empowerment for individuals and communities who define themselves as at risk How has risk figured recently in the production of health inequality Has the social contract to provide care in its broadest sense expanded or contracted around issues of risk Are risk and the imperative to adhere to risk warnings used by experts as a means of social control The volume's contributors medical anthropologists and sociologists provide rich grounded ethnographic case material on the processes at work in everyday social life around the globe as individuals and groups struggle to make sense of the health risks and inequities in their lives and communities Authors address an array of urgent health concerns ranging from food safety to environment new technologies to infectious disease in such contrasting locales as the US Europe South and Southeast Asia and North Africa and across diverse ethnicities and social classes

**Reporting Disaster on Deadline** Marty Steffens, 2012 Reporting Disaster on Deadline delves into the coverage of crises considering practical issues and providing guidance in preparing for and responding to calamities It offers a concise overview of disaster coverage for journalism academics and practitioners serving not as a how to handbook but as a how to prepare reference to be utilized before a crisis occurs

**Who Speaks for the Climate?** Maxwell T. Boykoff, 2011-09-22 The public rely upon media representations to help interpret and make sense of the many complexities relating to climate science and governance Media representations of climate issues from news to entertainment are powerful and important links between people's everyday realities and experiences and the ways in which they are discussed by scientists policymakers and public actors A dynamic mix of influences from internal workings of mass media such as journalistic norms to external political economic cultural and social factors shape what becomes a climate story Providing a bridge between academic considerations and real world developments this book helps students academic researchers and interested members of the public make sense of media reporting on climate change as it explores who speaks for climate and what effects this may have on the spectrum of possible responses to contemporary climate challenges

*Risk Communication and Infectious Diseases in an Age of Digital Media* Anat Gesser-Edelsburg, Yaffa Shir-Raz, 2016-11-10 In a digital world where the public's voice is growing increasingly strong how can health experts best exert influence to contain the global spread of infectious diseases Digital media sites provide an



important source of health information however are also powerful platforms for the public to air personal experiences and concerns This has led to a growing phenomenon of civil skepticism towards health issues including Emerging Infectious Diseases and epidemics Following the shift in the role of the public from recipients to a vocal entity this book explores the different organizational strategies for communicating public health information and identifies common misconceptions that can inhibit effective communication with the public Drawing on original research and a range of global case studies this timely volume offers an important assessment of the complex dynamics at play in managing risk and informing public health decisions Providing thought provoking analysis of the implications for future health communication policy and practice this book is primarily suitable for academics and graduate students interested in understanding how public health communication has changed It may also be useful to health care professionals

This book delves into Risky Business Communicating Issues Of Science Risk And Public Policy. Risky Business Communicating Issues Of Science Risk And Public Policy is a vital topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Risky Business Communicating Issues Of Science Risk And Public Policy, encompassing both the fundamentals and more intricate discussions.

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- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Risky Business Communicating Issues Of Science Risk And Public Policy.

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