

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
IKM5024	C	6	2020/2021	2022/2023

Course type (compulsory or optional)	Optional
Course level (study cycle)	Master
Semester the course is delivered	Autumn
Face-to-face, distance or blended studies	Blended

Course title in Lithuanian

Rizikos ir krizių komunikacija

Course title in English

Risk and Crisis Communication

Short course annotation in Lithuanian (up to 500 characters)

Studijų dalykas skirtas suteikti studentams išsamesnį, gilesnį ir visapusiškesnį suvokimą apie žiniasklaidos ir žurnalisto vaidmenį komunikuojant šiuolaikines rizikas ir krizes. Paskaitų bei seminarų metu diskutuojami aktualūs rizikos bei krizių komunikacijos konceptai: analizuojami Beck'o bei Giddens'o darbai, dekonstruojamas rizikos visuomenės fenomenas, analizuojami iššūkiai žiniasklaidai bei žurnalistams. Išklause šį kursą studentai aiškiau suvokia žiniasklaidos/žurnalisto vaidmenį rizikos/krizių valdymo bei komunikacijos procesuose, geba kritiškai vertinti savo ar kolegų pasirinkimus bei patys atsakingiau ir profesionaliau komunikuoja šias temas.

Short course annotation in English (up to 500 characters)

The course is designed to provide students with a more complete, deeper and comprehensive understanding of the role media and journalists play in risk/crisis communication. During the lectures and seminars, relevant concepts of risk and crisis communication are discussed: the works of Beck and Giddens are analyzed, the phenomenon of the risk society is deconstructed, and the challenges for the media and journalists are discussed. After completing this course, students have a clearer understanding of their role in risk / crisis management and communication processes, and therefore are able to make better choices while communicating these topics in more responsible and professional ways.

Prerequisites for entering the course

Bachelor diploma, English language B2 level.

Course aim

To gain an in-depth knowledge and understanding of nowadays risk- and crisis-saturated environment in which modern media organizations and journalists function; To learn the challenges and requirements for journalist covering science/risk/crisis issues and to apply this knowledge while discovering the most effective and socially responsible communication.

Links among study programme outcomes, course outcomes, content, study and assessment methods

Programme outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
1. Conceptual and theoretical knowledge and competences: 1.1. To explore and analyze developmental trends identified within contemporary journalism and emerging media ecosystems; to review those in a broader transnational and political, economic, socio-cultural and	To gain in-depth understanding of the concepts and processes related to contemporary risks and crises; To be able to critically assess and evaluate effects of contemporary risks/crises on societies, states and organizations; To understand and analyze the role of media in the	Lecture topics and discussion issues: <ul style="list-style-type: none"> Global Risk Society: Relevant Concepts, Characteristic Traits, and Theories (U. Beck and A. Giddens). Effective management and communication of global risks. Global risks of 2021. 	In-class and online lectures, discussions, team projects and individual work.	Mid-term exam (essay), final exam (case analysis and recommendations).

historical perspective.	processes of risk/crisis management and communication.	<ul style="list-style-type: none"> Public and organizational crises: causes, stages, consequences, impact on society and organizations. Social responsibility in crisis management. Best practices of risk/crisis communication. Media coverage of scientific, uncertain and controversial topics: the biggest challenges and opportunities. The role of media and the responsibilities of journalists in constructing global risks and putting them on the public agenda. How to communicate risks successfully in the “inflammatory” information ecosystem: fighting fake news, mastering story telling, working with influencers, and more. Framing risks: fear frames in risk communication - their impact on society. Effective risk and crisis communication: practical guidelines. Storytelling, audience evaluation, and other aspects. Professionalism, Ethics, and Legal Challenges for 		
1.2. To evaluate transformations of contemporary media ecosystems in the context of accelerated globalization and mediatization, analyzing content, audiences, technologies and organizations.	To gain an in-depth understanding about the effects of increased uncertainty have on media ecosystem and journalistic routine; To be able to communicate risks and crisis in effective and successful way; To understand the important of social responsibility in the journalistic work while covering topics of risk and crisis. To follow the guidelines and requirements of professional and ethical journalism.		In-class and online lectures, discussions, team projects and individual work.	Mid-term exam (essay), final exam (case analysis and recommendations).
2. Analytical and research-based competences: 2.1. To identify significant research questions in the field of journalism, media and communications, to initiate and manage scientific and applied research.	To identify significant research questions in the field of journalism, media and communications related to challenges of contemporary risks and crisis; To initiate and manage scientific and applied research, related to topics of science/risk/crisis communication.		In-class and online lectures, discussions, team projects and individual work.	Homework (creative team project), final exam.
3. Professional competences and skills: 3.2. To apply techniques and methods of gathering, selecting, evaluating, writing and editing science news, while using different types and sources of information, given the media users and different channels.	To apply techniques and methods of gathering, selecting, evaluating, writing and editing science news, while using different types and sources of scientific information.		In-class and online lectures, discussions, team projects and individual work.	Homework (science news article), final exam.

5. Personal skills: 5.1. To demonstrate critical and analytical thinking skills, news and media literacy competences.	To demonstrate critical and analytical thinking skills, news and media literacy competences while communicating science, risk or crisis related topics.	Effective Risk Communication: Personal Stories vs. evidence-based information, protection of personal data and other issues.	In-class and online lectures, discussions, team projects and individual work.	Homework (creative team project), homework (science news article), final exam.
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Criteria of learning achievement evaluation

Developing analytical and creative assignments (essays, science news article, creative team project) while also following the guidelines discussed during the lectures; Discussions and group work, encouraging creativity but also emphasizing the importance of a stronger argument.

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online studies
Lectures	15 hours	15 hours
Seminars	15 hours	0 hours
Laboratory work	0 hours	0 hours
Practical assignments	0 hours	15 hours
Consultations	0 hours	10 hours
Contact work hours in total	70 hours	
Individual student work	90 hours	
Total:	160 hours	

Structure of cumulative score and value of its constituent parts

Final Grade (FG, 100%) = HW1 (science news article, 10%) + MT (essay, 20%) + HW2 (creative team project, 20%) + E (case analysis and recommendations, 50%)

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
Basic materials			
1.	2006	Beck, U. Living in a World Risk Society. <i>Economy and Society</i> , Vol. 35, No. 3	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor & Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU library and reading rooms, and in the Department's teachers offices.
2.	2016	Bol, G. F. Risk communication in times of crisis Pitfalls and challenges in ensuring preparedness instead of hysterics. <i>EMBO Reports</i> . Vol. 17, No. 1.	
3.	2015	Bolsen, T., Druckman, J. N., Cook, F. L. Citizens, Scientists, and Policy Advisors Beliefs about Global Warming. <i>The ANNALS of the American Academy</i> , Vol. 685.	
4.	2014	Center for Disease Control and Prevention. Chapter 1. Introduction to Crisis and Emergency Risk Communication. Skyrius iš vadovo <i>Crisis, Emergency, and Risk Communication</i> .	
5.	2014	Center for Disease Control and Prevention. Chapter 3. Messages and Audiences. Skyrius iš vadovo <i>Crisis, Emergency, and Risk Communication</i> .	
6.	2014	Center for Disease Control and Prevention. Chapter 4. Crisis Communication Plans. Skyrius iš vadovo <i>Crisis, Emergency, and Risk Communication</i> .	
7.	2008	Cole, T. W., Fellows, K. L. Risk Communication Failure A Case Study of New Orleans and Hurricane Katrina. <i>Southern Communication Journal</i> .	
8.	2007	Coombs, W. T. <i>Ongoing Crisis Communications: Planning, Managing and Responding</i> . Thousand Oaks, CA: Sage	

		Publications, p. 143.	
9.	2014	Crandall, W. R., Parnell, J. A., Spillan, J. E. <i>Crisis managements. Leading in the New Strategy Landscape.</i>	
10.	2007	Ekberg, M. The Parameters of the Risk Society. A Review and Exploration. <i>Current Sociology</i> , Vol. 55, No. 3.	
11.	2018	Ellis, L. D. <i>The Need for Effective Risk Communication Strategies in Today's Complex Information Environment.</i> Harvard T. H. Chan	
12.	2017	Hurlbut, J. B. A Science that knows no country. Pandemic preparedness, global risk, sovereign science. <i>Big Data and Society</i> , 1-14.	
13.	2010	Korbas, M. D., Reich, Z. The Best practices in risk and crisis communication: past, present and future. <i>Conference Papers. International Communication Associations.</i>	
14.	2006	Klinke, A., Renn, O. Risk Governance: Contemporary and Future Challenges. Skyrius iš Eriksson, J., Gilek, M., Ruden, C. knygos <i>Regulating Chemical Risks: European and Global Challenges</i>	
15.	2012	Pillai, M., T. The Mullaperiyar Dam. Risking Media, Mediating Risk. <i>Journal of Creative Communications</i> . Vol. 7 (1/2), 31-52.	
16.	2004	Power, M. <i>The Risk Management of Everything. Rethinking the Politics of Uncertainty</i>	
17.	2015	Rakow, T., Heard, C. L., Newell, B. R. Meeting Three Challenges in Risk Communication. Phenomena, Numbers, and Emotions. <i>Policy Insights from the Behavioral and Brain Sciences</i> . Vol. 2(1) 147- 156.	
18.	2012	Thompson, P. B. Ethics and Risk Communication. <i>Science Communication</i> . Vol. 34, No. 5: 618-641	
19.	2008	Williams, M. J., (In)Security Studies, Reflexive Modernization and the Risk Society. <i>Cooperation and Conflict: Journal of the Nordic International Studies Association</i> Vol. 43(1): 57–79	
Supplementary materials			
An extensive list of additional readings and independent study support materials is provided in the designated course area on Moodle platform.			
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