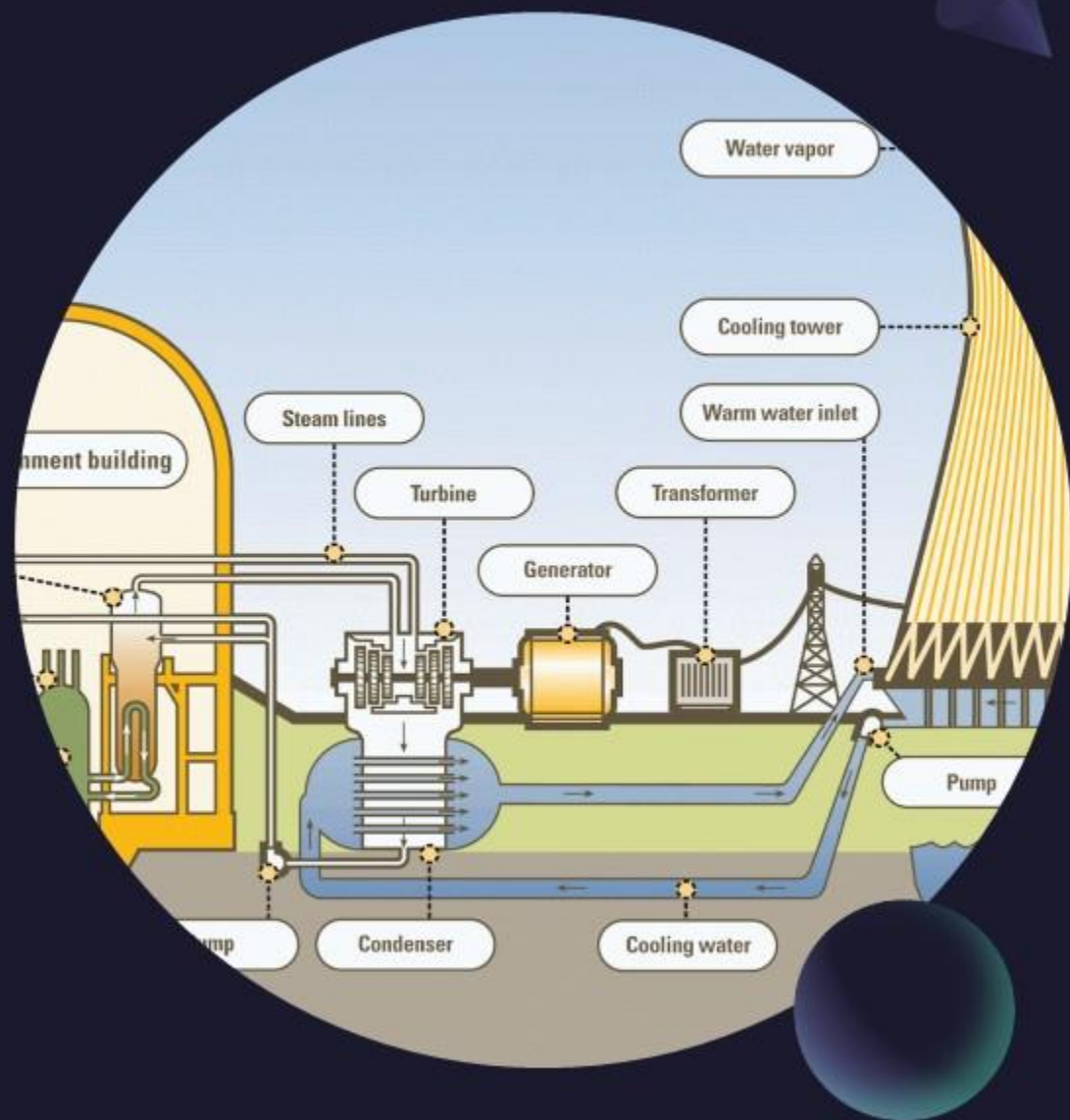
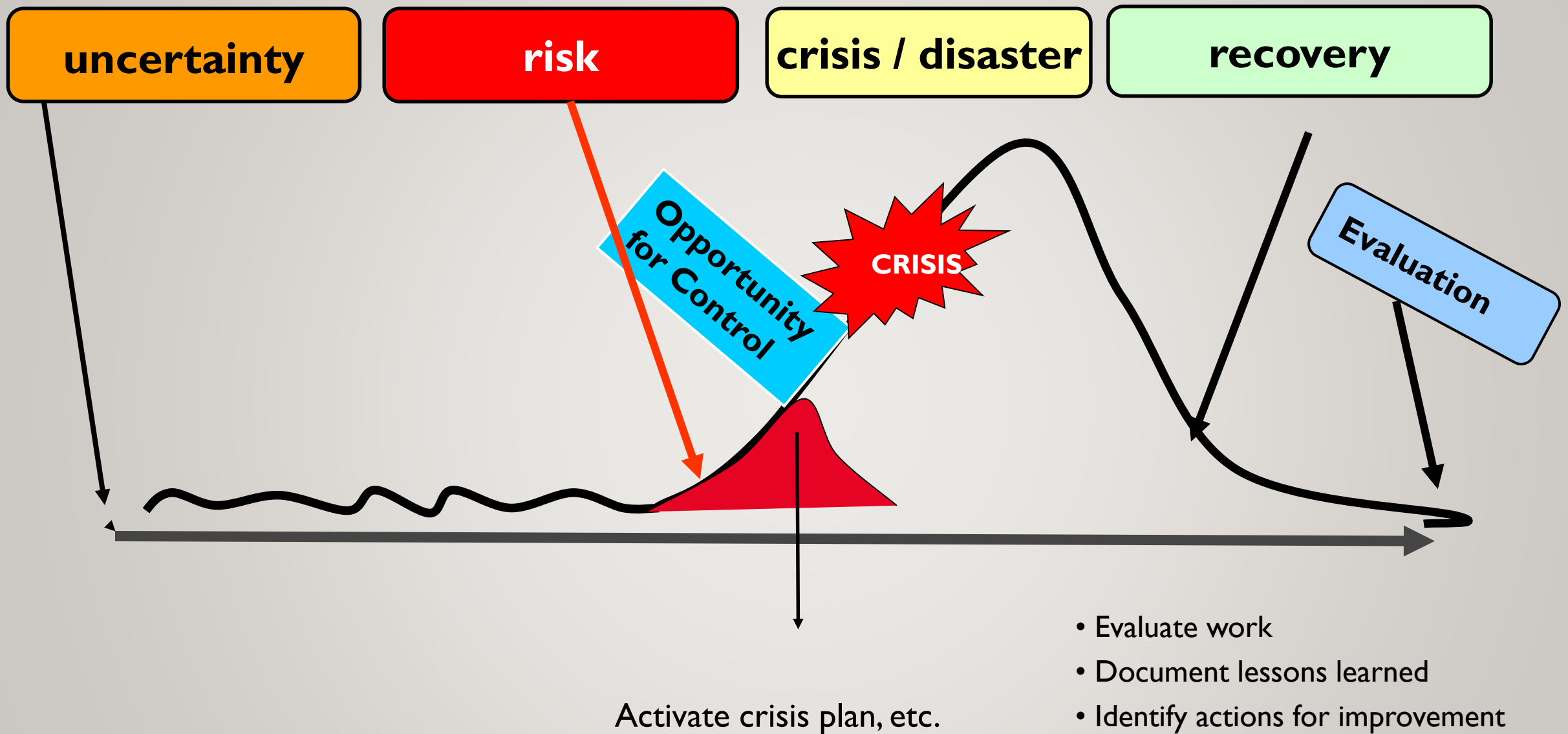


‘불확실성 시대’의 ‘리스크 커뮤니케이션’

그리고 ‘원전’





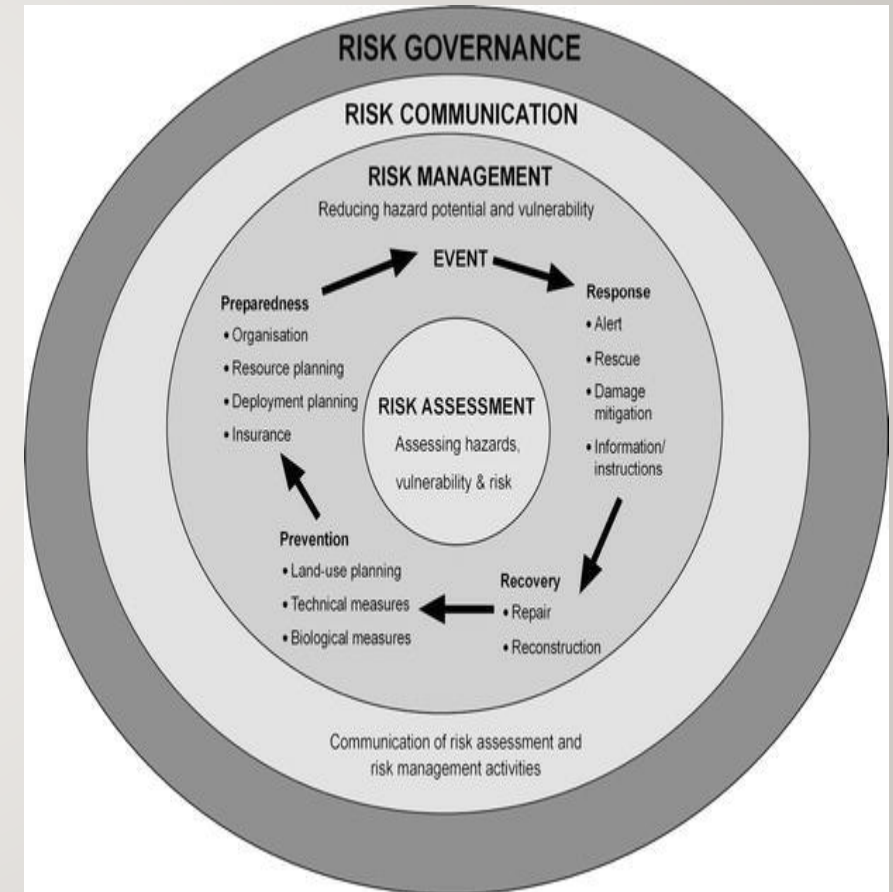
THE CONCEPT 'RISK' COMMUNICATION

Risk communication is the process of informing people about potential hazards to their person, property, or community. Scholars define risk communication as a science-based approach for communicating effectively in situations of high stress, high concern or controversy.

[EPA: United States Environmental Protection Agency]

<https://www.epa.gov/risk/risk-communication#self>

Greiving S., Glade T. (2013) Risk Governance. In: Bobrowsky P.T. (eds) Encyclopedia of Natural Hazards. Encyclopedia of Earth Sciences Series. Springer, Dordrecht





RISK PERCEPTION & AFTER COVID19

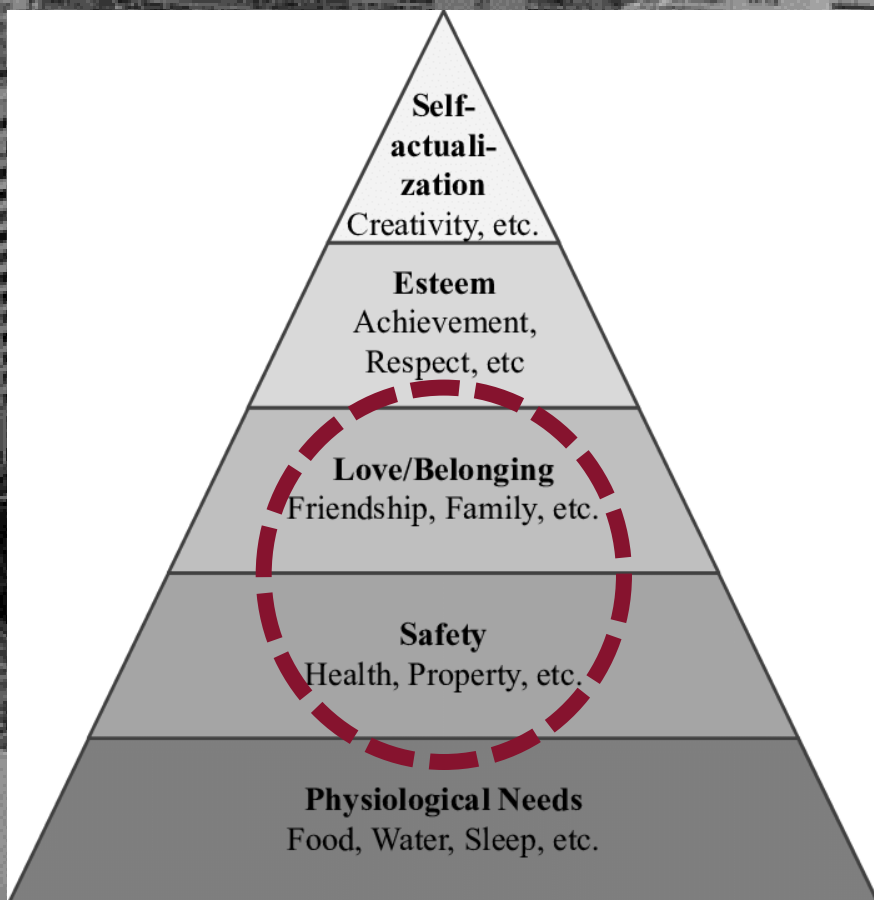
‘언택트(un+tact)’는 접촉을 뜻하는 콘택트(contact)에 부정·반대를 뜻하는 언(un)을 붙인 조합어다(김난도 외, 2017).

<https://www.businessinsider.com/reddit-cofounder-alexis-ohanian-buys-times-square-coronavirus-billboard-2020-3>

Reddit's cofounder took out ads in a nearly empty Times Square urging people to stay home

“세상에서 가장 무서운 것은 가난도 병도 걱정도 아니다.
그것은 바로 **생에 대한 권태**이다”

마키아벨리



A first-rate soup is more creative
than a second-rate painting

Abraham Maslow

THE AGE OF CONTENT AMPLIFICATION IN NEWS

- Media coverage can have an 'amplifying' effect on a company's reputation when 'good' and 'bad' news is reported

- Growing media interest = sensationalism
- International media
- Rapid transmission via internet and social networks
- Information gaps – filled by unofficial news sources
- Direct involvement of political actors
- Fake news

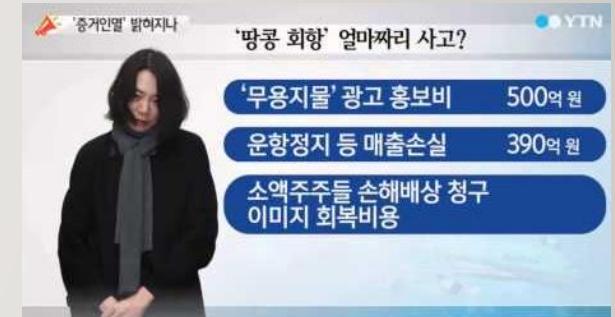


AGENDA-SETTING THEORY

How often the media reports on a public or political issue determines issue salience in minds of public

- **Two levels of agenda setting:**

- salience of an organization (or a topic)
- attributes or associations related to an organization (or a topic)
 - Facts / neutral observation
 - feelings through stance and tone



<https://www.youtube.com/watch?v=JPrsfbIVTrE>

McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public opinion quarterly*, 36(2), 176-187.

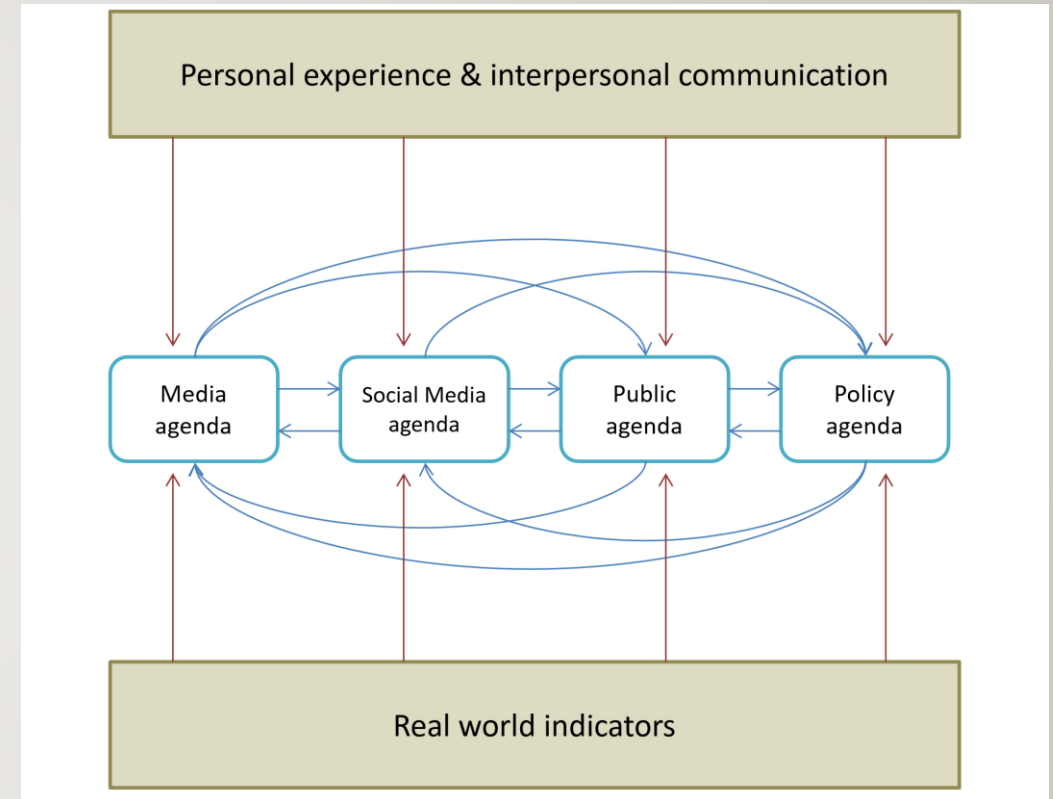
AGENDA-BUILDING

- **Organizations can have a major influence over media agenda**
- **Through information subsidies such as:**
 - News conferences
 - Press releases
 - Campaigns

Albalawi Y, Sixsmith J

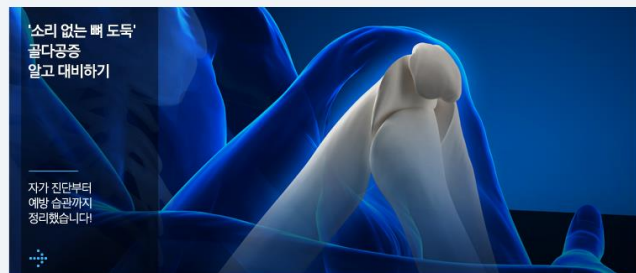
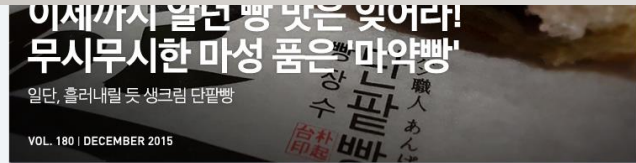
Agenda Setting for Health Promotion: Exploring an Adapted Model for the Social Media Era

JMIR Public Health Surveill 2015;1(2):e21



As much as 80% of news reports about companies are prompted and delivered by Strategic Communication professionals

BRAND JOURNALISM



Brand journalism is a mix of content marketing, public relations and corporate communications. Rather than directly promoting a brand through traditional marketing methods or focusing on making a sale, brand journalism – sometimes referred to as “marketing through journalism” – focuses on building stories and other content that highlights a company or organization’s value from a different viewpoint.

STAKEHOLDERS & POWER-INTEREST MATRIX

- **Stakeholder:** any group or individual who can affect or is affected by the achievement of the organization's purpose and objectives (Freeman, 1984)
- **Stake:** 'an interest or a share in an undertaking, [that] can range from simply an interest in an undertaking at one extreme to a legal claim of ownership at the other extreme' (Carroll, A.B., 1996)

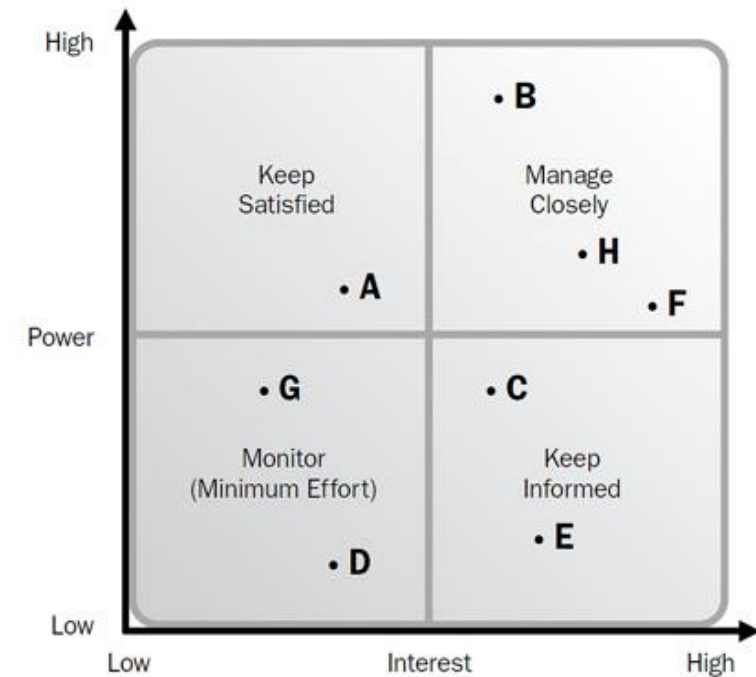


Figure 10-4. Example Power/Interest Grid with Stakeholders

RISK: HOW EXPERTS PERCEIVE RISK

The multiplication of
Magnitude x Probability:

- How bad if it happens? (Magnitude)
- How likely to happen? (Probability)

RISK: NEW DEFINITION

Risk = Hazard + Outrage

Real Risk

is it the same?

Perceived Risk

Peter M. Sandman is professor of environmental journalism at Rutgers University, and director of the Environmental Communication Research Program at Rutgers of which this project

Risk Communication Components

- Put together RCT(risk comm team)
- Internal coordination
- Strategic alliances
- Risk communication plan
- Staff training
- Prepare messages
- Media Plan
- Communication monitoring



Peter M. Sandman is professor of environmental journalism at Rutgers University, and director of the Environmental Communication Research Program at Rutgers of which this project

RISK COMMUNICATION

- **Strategic Planning = Risk Comm / Agenda Building**
- **Trust**
- **Transparency**
- **Early announcement**
- **Listening, communication surveillance**

THANK YOU

Q&A

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