Linnæus University

Jnr: LNU 2019/1083-3.1.2.2

Course syllabus

Faculty of Health and Life Sciences
Department of Biology and Environmental Science

4MX302 Miljöriskkommunikation, 7,5 högskolepoäng
Environmental Risk Communication, 7.5 credits

Main field of study
Environmental Science

Subject Group
Environmental Science

Level of classification
Second Level

Progression
A1N

Date of Ratification
Approved by Faculty of Health and Life Sciences 2019-04-29
The course syllabus is valid from spring semester 2020

Prerequisites
Natural science, social science or technical university education of least 90 ECTS.

Objectives

Upon completion of the course, the student will be able to:

- in detail describe the concept of risk communication;
- in detail describe risk perception and attitudes, and the relationship between these two concepts;
- analyse the importance of attitudes connected to trust and credibility;
- discuss and analyse the role of media in environmental risk communication;
- discuss and suggest strategies for environmental risk communication within authorities, companies and organisations;
- analyse the implementation of catastrophe and crisis management within authorities, companies and organisations, and
- suggest how communication of uncertainty and risks in quantitative risk assessments can be improved.

Content

- introduction to environmental risk communication
- concepts in risk communication
- communication in the risk analysis process
- risk perception
- the concept of attitude
- communication plan with audience analysis
- the importance of trust and credibility for the person who communicates risks
- communication channels
- The role of media in risk communication
- to communicate uncertainty and risks in quantitative risk assessments

Type of Instruction

The teaching consists of lectures and seminars.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).
As examination task, the students write and present a report with an example on how to communicate environmental risks. The report presentation is performed both written and orally at the end of the course (Internet seminars). An overall assessement of both the report and presentation is graded according to the scale U-VG, which also determines the final grade on the course.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 4MX002 Environmental Risk Communication, 7,5 credits

Other

The course material is presented on a web study site. Access to computers can be found at the University library.

Required Reading and Additional Study Material

Obligatory literature

Lundgren, R.E. & McMakin, A.H (senaste uppl.). R*isk communication: a handbook for communicating environmental, safety, and health risks.* Wiley-IEEE Press. 453 p.

Rimal, R.N. & Real, K. (2003) *Perceived Risk and Efficacy Beliefs as Motivators of Change. Use of the Risk Perception Attitude (RPA) Framework to Understand Health Behaviours. Human Communication Research*, 29, 3, p. 370-399.

Williamson, J. & Weyman, A. (2005) *Review of the Public Perception of Risk, and Stakeholder Engagement,* HSL/2005/16. Health & Safety Laboratory, Buxton, 46 p.

Additional articles and reports will be added (approx. 100 p.)

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Reference literature

Cho, H., Reimer, T. & McComas, K. (senaste uppl.) *The SAGE handbook of risk communication.* Los Angeles: SAGE Publications. 369 s.

Granger Morgan, M., Fischoff, B., Bostrom, A. & Atman, C.J. (senaste uppl.) *Risk Communication. A Mental Models Approach.* Cambridge University Press. UK. 351 s.