



## INVITATION

# Risk Communication

Guest Seminar for Graduates and Advanced Undergraduates of all Disciplines

## Prof. Dr. Dominique Brossard

Department of Life Sciences Communication at University of Wisconsin-Madison  
Dresden Senior Fellow

**On Fridays, 6th, 20th and 27th June 2014, 9.20 -12.40\***

**Room: to be announced**

**(Mandatory) Registration via [claudia.seifert@tu-dresden.de](mailto:claudia.seifert@tu-dresden.de), Deadline: 6th May 2014**



The Department of Media and Communication is happy to welcome **Prof. Dr. Dominique Brossard of the Department of Life Sciences Communication at University of Wisconsin-Madison in June 2014** within the framework of the Dresden Fellowship Program. Dr. Brossard's research program concentrates on the intersection between science, media, and policy.

As a fellow of the American Association for the Advancement of Science and a Board member of the International Network of Public Communication of Science and Technology, Brossard is an internationally known expert in public opinion dynamics related to controversial scientific issues. She has published numerous research articles in outlets such as Science, Science Communication, the International Journal of Public Opinion, Public Understanding of Science and Communication Research.

As a fellow of the American Association for the Advancement of Science and a Board member of the International Network of Public Communication of Science and Technology, Brossard is an internationally known expert in public opinion dynamics related to controversial scientific issues. She has published numerous research articles in outlets such as Science, Science Communication, the International Journal of Public Opinion, Public Understanding of Science and Communication Research.

**Course Description: Have you ever wondered why some people wear bike helmets and others don't, why a majority of Western Europeans oppose GM food while North Americans don't, or why some cultures fear nuclear power and others heavily rely on it for their energy production?**

People differ on how they perceive risks and communication processes play an important role in the formation of these risk perceptions. The goal of this class will be to give an overview of all aspects of strategic communication in the context of risk, and to examine questions, such as:

- How do people perceive risks and how do they make decisions in high-risk situations?
- How do the media cover risk, and what impact does it have on public perceptions?
- What strategies exist for addressing risk-related issues during a campaign?
- How should organizations deal with crises?

Case studies will be drawn from a wide range of issues and cultural contexts, including environmental, technological or health risks, food safety risks, and natural disasters.

*\*AQUA-Credits acquirable*