

Paper Code	SMDC-222	Cr. Hrs	02
Paper Title	RISK COMMUNICATION AND COMMUNITY		
Domain	Social Sciences		

Course Introduction		
This course explores the principles and practices of risk communication and community engagement. Students will learn to communicate effectively about risks, engage communities in decision-making processes, and develop strategies for managing public perception of risks.		
Learning Outcomes		
On the completion of the course, the student will		
<ol style="list-style-type: none"> 1. Understand the principles of risk communication and community engagement. 2. Develop strategies for effective communication about risks. 3. Evaluate the impact of risk communication on community engagement and decision-making. 		
Course Content		Assignments/Readings
Week1	Introduction to Risk Communication and Community Engagement	
Week2	Building Risk Communication and Community Engagement Pathways	
Week3	Principles for Community Led Response	
Week4	Risk Communication Theories and Models (CERC, Situational Theory of Publics)	
Week5	Risk Communication Theories and Models (Deliberative Process Model, Actionable Risk, Precaution Adoption)	
Week6	Societal Risk Reduction Model	
Week7	Message Development for Effective Risk Communication for Target Audience	
Week8	Community Risk Visually	
Week9	Digital Revolution and Risk Communication	
Week10	Media Case Studies of Risk Communication	
Week11	Reporting Risk Communication	
Week12	Difference in Portraying Risk Communication Across Various Mediums	
Week13	Field Visits to Community Engagement Projects	
Week14-15	Group Work on Developing a Risk Communication Strategy	
Week16	Final Presentations and Course Review	
Textbooks and Reading Material		

- Odiyo, J. O., & Volenzo, T. E. (2019). Linking risk communication and sustainable climate change action: A conceptual framework. *Jambá: Journal of Disaster Risk Studies*, 11(1), 1-11.
- Uitto, J. I., & Shaw, R. (Eds.). (2016). *Sustainable development and disaster risk reduction* (pp. 1-12). Tokyo: Springer.
- Young, C., Rao, A., & Rosamilia, A. (2016). Crisis and Risk Communications: Best Practices Revisited in an Age of Social Media. In *Communicating Climate-Change and Natural Hazard Risk and Cultivating Resilience* (pp. 27-36). Springer International Publishing.
- Servaes, J., & Lie, R. (2015). New challenges for communication for sustainable development and social change: a review essay. *Journal of Multicultural Discourses*, 10(1), 124-148.
- Lundgren, R. E., & McMakin, A. H. (2013). *Risk communication: a handbook for communicating environmental, safety, and health risks*. IEEE Publishers.
- Serman, J. D. (2008). Risk communication on climate: mental models and mass balance. *Science*, 322(5901), 532-533.
- Weingart, P., Engels, A., & Pansegrau, P. (2000). *Risks of communication: discourses on climate change in science, politics*
- Pidgeon, N., Kasperson, R. E., & Slovic, P. (2003). *The social amplification of risk*. Cambridge University Press.
- Morgan, M. G. (2002). *Risk communication: A mental models approach*. Cambridge

Teaching Learning Strategies

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

- Assignments may include special reports, projects, class presentations, fieldwork. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr.No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.

3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.
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