



ENC 4931-003 | CRN 92653

Selected Topics: Risk Communication

TUESDAYS & THURSDAYS, 12:30-1:45PM

With Professor Carl G Herndl | Fall 2020 | USF Tampa campus

We now live in a “risk society” in which we face natural and human-made risks every day: climate change, coronavirus, sea level rise, coral bleaching, species extinction. The rhetoric of risk is about understanding what risk is, how people perceive risk and how best to communicate and make policy about risk. We will read about risk as a concept, explore the research on public perception of risk and strategies for communicating risk, and spend some time examining how and why citizens can participate in making decisions or policy about risk. We will put this reading to work through some form of service learning allied with a local government or an NGO.