

27013 - Issues and Risk Management (engl.)

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General information	
Module Code	27013
Unique Identifier	IssuesRiskMg-01-BM-M
Module Leader(s)	Ass. Prof. Fuglseth, Kristian (kristian.fuglseth@haw-kiel.de)
Lecturer(s)	Ass. Prof. Fuglseth, Kristian (kristian.fuglseth@haw-kiel.de)
Offered in Semester	Wintersemester 2024/25
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel im Sommersemester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	Yes

Curricular relevance (according to examination regulations)
Study Subject: B.A. - MMP - Multimedia Production Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: B.A. - ÖuU - Öffentlichkeitsarbeit und Unternehmenskommunikation Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: B.Eng. - Ming - Medieningenieur/-in (PO 2018, V1 + PO 2021, V2) Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: M.A. - AK - Angewandte Kommunikationswissenschaft Module type: Wahlmodul Semester: 1, 2, 3
Study Subject: M.A. - MK - Medienkonzeption (SoSe 2018, V1) Module type: Wahlmodul Semester: 1, 2, 3

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>
Insight in the context and development of the risk society, risk communication, issues management and policy making
Knowledge within the academic field of issues and risk management
Can apply models of issues and risk management
Multidisciplinary participation and cooperation within these subjects
Candidates will be challenged to use theory and methodology on practical cases in order to apply these in future careers

Content information

<p>Content</p>	<p>Students will be given short, case-oriented lectures in seminars, before forming groups assessing small scale, table-top project work.</p> <p>The lectures will give a visual and case-oriented presentation of the key concepts of Crisis Communication, Issues Management, Risk Communication, Corporate Social Responsibility and Public Relations.</p> <p>An important perspective will also be how the concept of Risk Society Theory presents both an historic background and a contemporary model in assessing these issues.</p> <p>In Public Relations, but also in Media Studies in general, the topic of Issues Management relates to Crisis Management. For Journalists or other Media Professionals, Communication Officers or Public Relations Managers, it is vital to understand how a single issue, however insignificant it might seem in early stages – evolve to a potential or probable risk, and in some cases, that we will discuss – erupts in to full-scale crises. However, if handled the right way – these issues become learning points in risk management later, and finally can serve as key structures in the organisations normal operations and your everyday life later.</p> <p>Therefore, Issues Management can be the tactics behind organisations risk communication, and it can be the road map before a crisis and part of their crisis management efforts. Issues Management should also be a vital part of an organisations strategy even if issues seem unlikely, or even unthinkable.</p> <p>Our challenge becomes apparent – how can we assess or manage the unpredictable? In organisations, and in the societies in which they operate, crises will probably occur, it is only a question of time, scale and consequences. We can try to assess these probabilities, and our (communication) task is Risk Management with the intention of reducing the harm in which the crises might have on our organisations values, assets, or objectives.</p>
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Literature

- Beck. (2016). Varieties of second modernity and the cosmopolitan vision. *Theory, Culture & Society*, 33(7-8), 257–270.
<https://doi.org/10.1177/0263276416671585>
- Fuglseth, K. (2020). Issues Management in Local Government: A Case Study of Risk Assessment and Issue Management in National Contingency Plans for Local Governments, In: Sabuncuoglu, B. (Volume editor) *Themes in Issues, Risk and Crisis Communication: A Multi-Dimensional Perspective*. Peter Lang. Berlin
- Jaques, T. (2010) Embedding issue management as a strategic element of crisis prevention, in *Disaster Prevention and Management: An International Journal*, Vol. 19 Iss: 4, pp.469 – 482
- Gillions, P. (2017): *Issues Management*, in: Tench, Ralph/Yeomans, Liz (Ed.): *Exploring Public Relations*, Pearson, p. 364-395
- Heath. (1997). *Strategic issues management?: organizations and public policy challenges*. Sage Publications.
- Heath. (2013). *Issues management*. I Heath (Red.), *Encyclopedia of public relations Vol. 1: Bd. Vol. 1 (2nd ed., s. 495–499)*. Sage Reference.
- Sørensen, M. P. (2016). Ulrich Beck: exploring and contesting risk. *Journal of Risk Research*, 21(1), 6- 16.
<https://doi.org/10.1080/13669877.2017.1359204>
- Woodman, Dan & Threadgold, Steven & Possamai-Inesedy, Alpha. (2015). Prophet of a New Modernity: Ulrich Becks Legacy for Sociology. *Journal of Sociology*. 51. 1117-1131. [10.1177/1440783315621166](https://doi.org/10.1177/1440783315621166).
- Additional literature:
- Beck. (2002). The terrorist threat: World risk society revisited. *Theory, culture & society*, 19(4), 39–55.
<https://doi.org/10.1177/0263276402019004050>
- Diers-Lawson. (2020). *Crisis communication: Managing stakeholder relationships (First ed., s. 300)*. Routledge.
<https://doi.org/10.4324/9780429437380>
- Dupras, & Williams-Jones, B. (2012). The expert and the lay public: reflections on influenza A (H1N1) and the risk society. *American journal of public health*, 102(4), 591–595.
<https://doi.org/10.2105/AJPH.2011.300417>
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<https://doi.org/10.4324/9780203891629>
- Hornmoen. (2018). “Environmentally friendly oil and gas production”: Analyzing governmental argumentation and press deliberation on oil policy. *Environmental Communication*, 12(2), 232–246.
<https://doi.org/10.1080/17524032.2016.1149086>

Teaching formats of the courses	
Teaching format	SWS
Seminar	4

Workload	
Number of SWS	4 SWS
Credits	5,00 Credits
Contact hours	48 Hours
Self study	102 Hours

Module Examination	
Examination prerequisites according to exam regulations	None
27013 - Hausarbeit	Method of Examination: Hausarbeit Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes

Miscellaneous	
Recommended Prerequisites	None. No more than general knowledge of the English language is required to participate.
Miscellaneous	Preparation for a reflection paper of between 1,200-1,600 words will start in the first session, with final submission about two weeks after the last session.