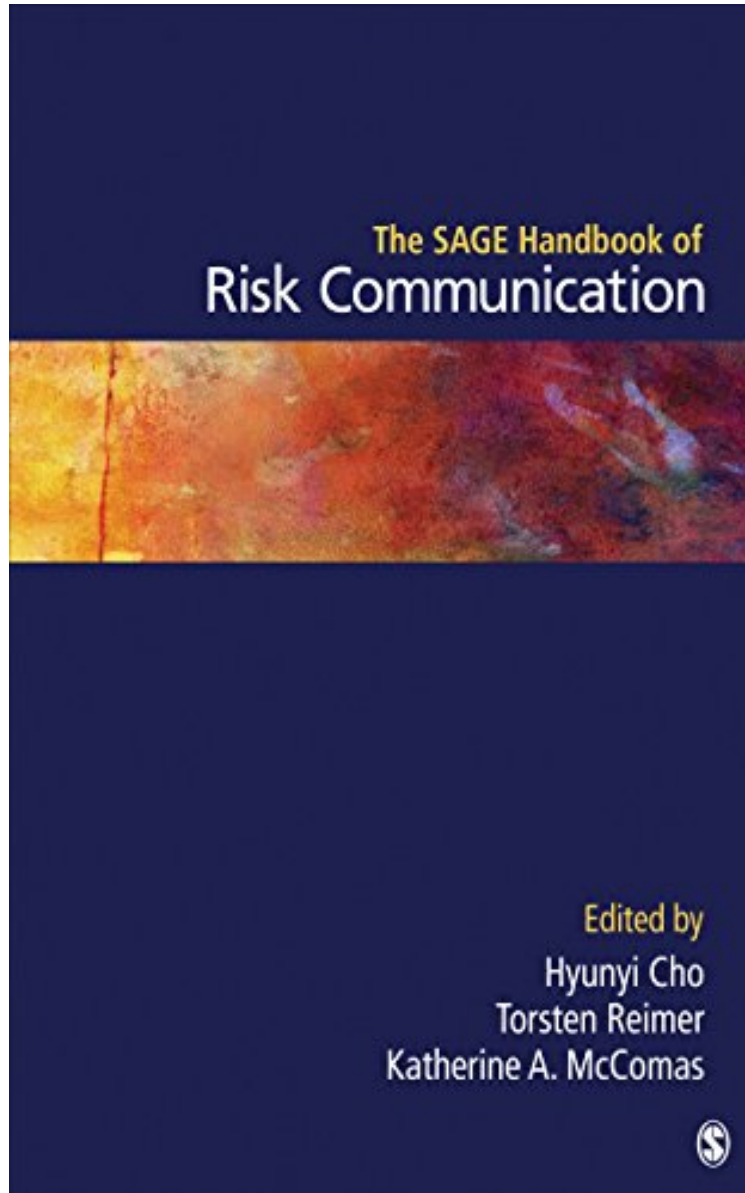


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## The SAGE Handbook of Risk Communication

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**From SAGE Publications, Inc : The SAGE Handbook of Risk Communication** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The SAGE Handbook of Risk Communication:

In this comprehensive, state-of-the-art overview of risk communication, the field's leading experts summarize theory, current research, and practice in a range of disciplines and describe effective communication approaches for

risk situations in diverse contexts, such as health, environment, science, technology, and crisis. Offering practical insights, the contributors consider risk communication in all contexts and applications—interpersonal, organizational, and societal—offering a wider view of risk communication than other volumes. Importantly, the handbook emphasizes the communication side of risk communication, providing integrative knowledge about the models, audiences, messages, and the media and channels necessary for effective risk communication that enables informed judgments and actions regarding risk. Editors Hyunyi Cho, Torsten Reimer, and Katherine McComas have significantly contributed to the field of risk communication with this important reference work—a must-have for students, scholars, and risk and crisis communication professionals.

**About the Author** Hyunyi Cho (PhD, Michigan State University) is a professor of communication at Ohio State University. Her program of research examines the effects of communication on judgments and actions relevant to environmental risk and health risk and the role of messages and the media in social change and behavior change processes. Torsten Reimer (PhD, Free University of Berlin) is an associate professor of communication and psychology at Purdue University. His research focuses on the role of communication in decision making, with the overarching goal of exploring how communication principles facilitate decision making by guiding information processing and reducing information overload. Katherine A. McComas (PhD, Cornell University) is a professor in the Department of Communication at Cornell University. Her research focuses on how the processes of risk communication influence people's attitudes and behaviors, including how the perceived fairness of scientific authorities and risk managers influences individuals' concern about and acceptance of risk-generating activities.