

Republic of the Philippines
LEYTE NORMAL UNIVERSITY
Tacloban City

COLLEGE OF ARTS AND SCIENCES

Course Syllabus in COMM 106
2nd Semester, SY 2021-2022

- I. COURSE CODE : COMM 106
- II. COURSE TITLE : RISK DISASTER AND HUMANITARIAN COMMUNICATION
- III. COURSE CREDIT : 3 units
- IV. PRE-REQUISITE : Development Communication
- V. COURSE DESCRIPTION : An overview of the concepts, theoretical framework and communication strategies in addressing various risks and humanitarian conditions affecting communities.
- VI. GENERAL OBJECTIVES :
- At the end of the semester, the students are expected:
1. To define concepts, models, and theories related to risk disaster and humanitarian communication in order to raise awareness on risk disaster preparedness specific to local community in line with **SDG # 13 (Climate Action)**
 2. To analyze various issues and to formulate solutions in dealing with various risks affecting communities relevant to communication
 3. To develop communication skills and techniques in framing appropriate messages for stakeholders and community individuals in an engaging manner before, during and after crisis
 4. To outline a communication plan for risk disaster and humanitarian operations

VII. COURSE CONTENT

Weeks	Learning Outcomes	Content	Teaching Strategies	Learning Activities	Resources	Assessment
1 st	After the class orientation, students are	CLASS ORIENTATION	• Discussion	• Levelling of expectation on the subject	• Syllabus	• Quiz

	expected to have 1. understood the class rules specified in the Class Rules document. 3. Developed a sense of preparedness for the course undertakings.	Unit I: Introduction to Risk Disaster and Humanitarian Communication 1. Definition of Risk Disaster & Humanitarian Communication (RDHC) 2. Nature & characteristics of good RHDC 3. Purpose of RHDC	• Synchronous Lecture • Interactive discussion	• Modular tasks (answering processing questions, abstraction tasks, application of concepts) • reporting	• Module • Study guide • Readings from the internet • Youtube video lectures	• Draft of Communication Plan for RDHC
2 nd – 3 rd week	After discussing Unit II, the students should be able to: 1. Discuss the various approaches, modules and theories of RHDC	Unit II. Approaches, Theories and Models of RHDC 1. Approaches to Risk Communication 1.1. Risk Message 1.2. Risk Dialogue	• Group virtual discussion • Reporting • Sharing of experiences	• Modular tasks • Compare and contrast models and theories in terms of their applicability • Reflect on real-life situations on the models and theories	• Module • Internet sources (journals, articles, video lectures)	• Use CERC model to enhance the Communication Plan • Online exam (google form)

	2. Apply the CER Model in a self-designed Communication Plan for RDHC	1.3 Risk Disaster Preparedness in compliance with SDG # 13 (climate action) 1.3. Risk Government 1.4. Instrumentalist Risk 2. How to Communicate About Risk 3. Humanitarian Communication 3.1. Types of Humanitarian Communication 4. Risk Communication Theories and Models 4.1. Cross-cutting Theories and Models	• Online discussion via zoom, Googlemeet • Facebook discussion via google classroom	• Poster making • Narratives on disaster preparedness based on experience • Answering processing questions, abstraction tasks and application activities	• Module • DVD ROM • Interactive Youtube lectures • Internet articles	• Automated quiz • Discussion paper
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4 th -5 th week	After discussing Unit III, students should be able to: 1. Discuss the features, principles, and communication strategies in RDHC 2. Identify specific target audiences for RDHC and self-designed Communication Plan 3. Evaluate the effects of social media on RDHC 4. Analyze communication problems and solutions in RDHC	4.2. Crisis and Emergency Risk Communication (CERC) model 4.3. Heuristic Systematic Model 4.4. Convergence Model of Communication for Environmental Communication Unit III. Principles, Messages, Audiences and Communication Strategies in RDHC. 1. WHO Risk Communication Principles 2. Key concepts that make risk communication work.	• Audio lecture • Interactive discussion • Group dynamics	• Virtual talk show • Focus group discussion • Interactive games	• e-books • journal articles • manuals • video lectures	• Reflection paper on Risk Disaster Preparedness and Mitigation in accordance with SDG #13 (Climate Action) • Poster presentation on Local Risk Communication and Interventions in post-disaster
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	5. Analyze message content in a given emergency	3. Five in five: The regional risk communication strategy 4. Disaster Communication 5. Reliability of communication systems 6. Target Audiences of RDHC	MIDTERM	EXAMINATION		
6 th -7 th week	After learning Unit IV, students must be able to 1. Discuss the different models during preparedness, response and recovery phases 2. Apply models that are relevant to Philippine context.	Unit IV. Communication During Preparedness, Response and Recovery Phases 1. Preparedness Phase 1.1 Actionable risk communication 1.2. Mental models 1.3. Affect heuristic	• Group reporting • Virtual discussion via • Pre-recorded audio lectures • Facebook live streaming lecture	• Concept map analysis • Modular tasks • Group sharing • Mind game	• E-books • Newspaper articles • Websites • Videos	• Vlog • Scrapbook • Automated quiz

		1.4. Extended Parallel Process Model 1.5. Theory of Reasoned Action and Planned Behavior 1.6. Risk Information Seeking and Processing Model 2. Response Phase 2.1. Situational Crisis Communication Theory 3. Recovery Phase 3.1. CAUSE Model 3.2. Precaution Adoption Process Model 3.3. Social Amplification of Risk Framework	• Interactive discussion • Group chat discussions • Discussion with a RDHC practitioner	• Modular activities • Film showing • Tiktok • Real-time reactions	• E-learning materials • DVD ROMs • Youtube videos	• Group vlog • Oral exam
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		3.4. Systems Dynamic Model 4. Message Framing 4.1. Theories in Message Framing for RDHC				
8 th -9 th week	After learning Unit V, students are supposed to: 1. Discuss challenges and solutions in RDHC 2. Analyze issues during the pandemic that relate to RDHC 3. Reflect on communication practices that should be addressed in every crisis.	Unit V. Challenges in RDHC Today's Situation 1. Breakdown in communication systems during crisis 2. Coordination with stakeholders and community individuals in addressing various challenges in RDHC. 3. Communicatio	• Group sharing • Lecture • Tiktok • Messenger group chat	• Film showing • Modular activities • Case study analysis • Drawing • -Think-pair-share • Venn Diagram analysis • Crowdsourcing • Experiential learning activities	• Web based resources • Multimedia • Social media • Digital tools	• Reflective essay • Summative test • Final RDHC Plan

		n issues in the time of pandemic 4. Government and non-government organizations in the time of pandemic				
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VIII. Class Standing

Modules	30%
Recitations/Quizzes	25%
Final Examination	20%
Projects	15%
Attendance	10%
	100%

IX. REFERENCES

1. Allen, D. et al (2017). Communicating Disaster Risk. <https://www.researchgate.net/publication/317168563>
2. Norton, R. Venkateswaran, K. & MacClune, K. (2020). The Importance of Disaster Risk Communication in the Time of Pandemic. www.floodresilience.net.
3. Wilson, F., Moses, M., & Wilson, J., (2019). Principles and Practice of Humanitarian Communication During and After

- Natural Disasters and Armed Conflicts. Journal of Analog and Digital Communications Vol. 4. www.zenodo.org.
4. Crisis Communication Audiences. www.training.fema.gov.
5. National Disaster Risk Reduction and Management Plan. www.reliefweb.int.
6. COVID-19 Global Risk Communication and Community Engagement Strategy. www.unicef.org.
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