

## **Risk, News Coverage and Public Responses**

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This paper explores how the media contribute to debates about risk in the West, particularly the US and UK. Jenny Kitzinger will provide an overview of patterns in media interest – and the conditions under which the media may amplify or ignore risk, as well as highlighting the processes which influence media responses (ranging from the political economy of the media, ‘news values’ and journalistic routines to questions of accountability). She also examines the impact of coverage on diverse publics: review research evidence about which aspects of coverage make most impression on people and how they negotiate their own understandings and responses to media representations of risk.