

**The New Risk Perception Emerged on:
An Analysis on Articles of SARS on the People Daily**

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Analyzing the articles on SARS of the People Daily, I concluded 4 report frameworks and investigated the transformation of risk perception. In 2003, the spread of the SARS epidemic which originated in China and leaped to Canada and then other places in the world. 774 people were dead and 8098 infected. SARS is a typical example of “globalization of the disasters” (Tanaka 2007). We need far more studies of those disasters whose effects and not community focused or locused, but cut across all kinds of political/government boundaries (Quarantelli 2005:378). Overcoming the crisis of SARS, a national emergency response plan system for natural disaster management was set up in China and it is also a process that a new risk perception emerged on in China. Crisis management is a concept from military point which is in order to curb nuclear war and now it is also used in the area of economic and disaster research (Sasaki 2004:1-2). Today “crisis management ” have two areas ; one is as political security and the other is social security. For a long time , the concept of “crisis management” did not exist, but political crisis management to maintain the socialism regime was always there in China.

This paper analyzed the report frameworks on SARS and described the process of transformation on risk perception of Chinese government. Articles on SARS were collected from November 2002 to 5th June 2005 by using the data of the People Daily (1946-2005) which are available on the internet. After analyzing 1715 articles, 4 frameworks were separated out, which are “safety” framework, “effectively controlled” framework ,”crisis” framework and “crisis management institutionalization ” framework. On the bases of analysis, the transformation of the frameworks means new risk perception emerged on. Under the framework of “safety”, the risk perception is “ deny the risk”. Under the “ effectively controlled” framework, the risk perception transformed into “to be inside of the realm of control”. As the report framework changed into ”crisis” framework, risk perception transformed into “acknowledge SARS as a risk” . Finally under the “crisis management institutionalization ” framework, the perception became ”there is always possibility of risk and risk can be managed ”.

New crisis management emerged on in China means that political security transformed to social security. Under awareness of social security, new social issues which can not be managed only by the government administration occurred, but also “the society will manage the social problems”. Meanwhile SARS also represent the globalization among domestic issues in China.

