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Table of Contents Volume Five, Number Three, Summer 1994

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Health, Safety & Environment

Volume 5

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Number 3

Symposium on Technical Risk in the Mass Media

Allan Mazur, *Technical Risk in the Mass Media*

Special editor, Professor Mazur introduces and explains the origins of the symposium.

189

Sharon Dunwoody, *Community Structure and Media Risk Coverage*

Professor Dunwoody regards media organizations to be community creatures; their accounts to be social constructions; and answers to "Who's right?" to be relative.

193

Sharon M. Friedman, *The Media, Risk Assessment and Numbers: They Don't Add Up*

Professor Friedman argues that, for risks to be reported accurately, journalism educators must help their students understand science, numbers and statistics.

203

Hans Mathias Kepplinger, *Historical Notes on German Press Coverage of Technology*

Professor Kepplinger accounts for increased negativism in German media coverage of technology by pointing to changes in journalists' role definitions and attitudes.

213

William Lanouette, *Reporting on Risk: Who Decides What's News?*

Dr. Lanouette argues that risks alone do not command national media attention; their implications must first be framed by broader national issues.

223

Dorothy Nelkin, *Reporting Risk: The Case of Silicone Breast Implants*

Professor Nelkin finds journalists to be, if reluctantly, subject to influence and describes their uneasy relationship with scientists in filling a difficult role.

233

Hans Peter Peters, *Mass Media as an Information Channel and Public Arena*

Professor Peters argues that several functions of mass media compete and that attempts to improve risk coverage must avoid optimizing one at the expense of others.

. 241

Peter M. Sandman, *Mass Media and Environmental Risk: Seven Principles*

Dr. Sandman suggests that, when spokespersons for risk sources are inept in conveying their messages, they and we pay heavily for their mistakes.

. 251

Eleanor Singer & Phyllis M. Endreny, *Reporting on Risk: How the Mass Media Portray Accidents, Diseases, Disasters and Other Hazards*

The authors summarize their large survey of hazard stories, showing that characteristics of news media affect risk presentation.

. 261

Robert A. Stallings, *Hindsight, Organizational Routines and Media Risk Coverage*

Professor Stallings describes how journalists explain catastrophes by coupling them with flaws in human organizations.

. 271

Book Review

Elizabeth M. Whelan, *Toxic Terror: The Truth Behind the Cancer Scares*

Sarah Redfield 281