



Risk is "manufactured" as a moral danger, especially in the public health domain

What is selected in a community to be labelled as "risks" are phenomena that in some way threaten moral principles (Lupton, 2006). The risk is a sociocultural construct that is "manufactured" as a moral danger, with special reference to the domain of public health (Lupton, 1993). For example, health risks are often presented as a constant threat to the public and they make popular headlines in the news media (see Kitzinger, 1999). In this way, risk discourse is usually used to blame the victim, to displace the real reasons for ill health upon the individual, and to express outrage at behaviour deemed socially unacceptable (such as obesity).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#), [Worldviews](#), [Social exclusion](#)

Disaster Phases: [Prevention](#)

Types of Actors Concerned: [Media](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Source

[Deliverable D4.1 "Mapping risk perception concepts in the context of disasters" \(page 36\)](#)

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