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**Scientific Justification and Differentiated Construction of Risk Discourse:
An Exemplary Case of South Korean Protests against U.S. Meat Imports**

Focusing on the distinctive way of constructing discourses, particularly media discourse, this paper attempts to investigate risk culture regarding U.S. meat imports into Korea market during 2008. Statistical assessment of risk is usually used to judge the likelihood that a harmful event will take place in the future and also to predict the scale of such an event. However, such assessments, useful as they are, have little to say about what people consider to be risky and why. They do not explain people's fear in taking risks even when they are told that there is no "real risk" involved in taking a given step or engaging in a certain activity.

In the case of anti-U.S meat import in Korea last year, it is worth noting that though the protesters and the government disagreed with each other, each side based its opinion on the notion that it is impossible to calculate the risk entirely and clearly by using current scientific methods. Instead, the government and its supporters on this issue insisted that they could calculate the probability of an MCD infection, instead of analyzing the reason for possible infections. Meanwhile, the protesters argued that calculating probability would be meaningless if there is no analysis of the actual reason. This event could be an exemplar case in not only studying a distinctive way of constructing media discourses, but also examining how the citizen-making discourse reshape the discourses on risk and what kinds of issues are coupled with the risk discourses.