munication becomes a complex web of issues and participants that work together to construct a risk policy. Similarly, Craig Waddell argues that

risk communication is not a process whereby values, beliefs, and emotions are communicated only from the public and technical information is communicated only from technical experts. Instead, it is an interactive exchange of information during which all participants also communicate, appeal to, and engage values, beliefs, and emotions. Through this process, public policy decision are socially constructed. ("Saving" 142)

Rather than a linear flow of technical information from the risk assessors to the public, risk communication becomes a web, a network, an interactive process of exchanging information, opinions, and values among all involved parties. In contrast to all linear models, this approach flattens the hierarchy between the "expert" and "non-expert" and believes risk assessment must incorporate technical information about a risk within a broader framework, including social, political, and economic factors. Recently, similar socially constructed views of risk communication have been promoted by scholars such as Rowan ("Goals"); Juanillo and Scherer; and Plough and Krimsky. Additionally, Katz and Miller see this approach to risk communication as fostering participatory democracy, emphasizing "process more than results, with participating citizens gaining not only results but satisfaction and investment from their engagement in decision making" (133-34).

If, as we have argued, risk is socially constructed, then the separation between expert/public and assessment/communication cannot hold. We have constructed the separation of assessment and communication as a linear process of research and dissemination (see Figure 1).

Figure 1. Traditional Risk Assessment and Communication
Figure 2. The Multiple Positions of the Technical Communicator

these practices, from expert to non-expert assessment to a wide range of communication practices happen, sometimes simultaneously, in a given risk situation. As Johnson-Eilola writes, "[b]ecause of the political, economic, and social aspects of all technologies, technical communication should not limit itself to simple functionalism, but must also include broader and more complex concerns" (259). Risk assessment/communication encompasses such broad and complex social, intellectual, and rhetorical concerns. Risk communication explicitly takes technical communication into the realm of civic discourse.