

APPLIED CRISIS COMMUNICATION AND CRISIS MANAGEMENT

Cases and Exercises



Applied Crisis Communication And Crisis

LL Leslie



Applied Crisis Communication And Crisis:

Applied Crisis Communication and Crisis Management W. Timothy Coombs, 2013-06-11 Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers Applied Crisis Communication and Crisis Management Cases and Exercises by W Timothy Coombs includes a wide range of cases that explore crisis communication and management in action using a practical approach In the first two chapters the author introduces key theories and principles in crisis communication which students apply by analyzing 17 cases drawn from recent headlines Cases are explored from pre crisis mid crisis and post crisis communication perspectives and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters

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Effective Crisis Communication Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger, 2007 This book sets a new standard for academics students and professionals who desire a comprehensive volume that encapsulates the most recent and up to date research on crisis management The authors have written an important work that speaks to our post 9 11 world one that demonstrates a mature understanding of crises and how organizations can and should respond to them communicatively Keith Michael Hearit Western Michigan University Effective Crisis Communication Moving from Crisis to Opportunity provides the reader practical advice on how to effectively manage and overcome a crisis Authors Robert R Ulmer Timothy L Sellnow and Matthew W Seeger provide guidelines for taking the many challenges that crises present and turning those challenges into opportunities for overcoming a crisis Key Features of this book Brings together theory and experience This book introduces readers to sound research and best practices in the field of crisis communication Introductory chapters offer practical lessons on managing uncertainty effective crisis communication and productive crisis leadership that help readers evaluate case studies in later chapters Provides advice on how to create opportunity from crisis Unlike other crisis communication texts this book explains how organizations can and should emerge from crises as better organizations Examples and lessons on how to capitalize on the opportunities inherent to crisis are provided through organizational learning sound ethical practices and risk communication In addition the book provides advice on how to create renewal and growth following a crisis Addresses prominent and diverse cases Cases and practical applications from a wide variety of crises are included such as food borne illness outbreaks

terrorism industrial disasters and natural disasters You Make the Call exercises allow readers to examine and critique the decisions made in such important cases such as 9 11 Malden Mills and the 2003 California fires The combination of practical lessons with vivid examples makes this a valuable supplemental text for courses in crisis communication from the perspectives of public relations health communication risk communication and business communication In addition it serves as an excellent resource for practitioners of crisis and risk communication in industry

Effective Crisis Communication Robert R. Ulmer, Timothy Lester Sellnow, Matthew Wayne Seeger, 2011 This book provides the reader practical advice on how to effectively manage and overcome a crisis Authors Robert R Ulmer Timothy L Sellnow and Matthew W Seeger provide guidelines for taking the many challenges that crises present and turning those challenges into opportunities for overcoming a crisis Key Features of this second edition Brings together theory and experience This book introduces readers to sound research and best practices in the field of crisis communication Provides advice on how

Theorizing Crisis Communication Timothy L. Sellnow, Matthew W. Seeger, 2013-01-09 Theorizing Crisis Communication presents a comprehensive review and critique of the broad range of theoretical frameworks designed to explain the role of communication in the development management and consequences of natural and man made crises Brings together the variety of theoretical approaches emerging in the study of crisis communication into one volume for the first time Summarizes theories from such diverse perspectives as rhetoric risk management ethics mass communication social media emergency response crisis outcomes and warning systems while presenting clear examples of how the theory is applied in crisis communication research Presents theoretical frameworks generated by research from many disciplines including sociology psychology applied anthropology public health public relations political science organizational studies and criminal justice An essential tool for a comprehensive understanding of the onset management response resolution and ultimate meaning of these devastating world events

Organizational Crisis Communication Finn Frandsen, Winni Johansen, 2016-10-19 When a crisis breaks out it is not always just the organization that reacts the news media customers employees trade associations politicians activist groups and PR experts may also respond This book offers a new and original perspective on crisis communication based on the theory of the Rhetorical Arena and the so called multivocal approach According to this approach we gain a more dynamic and complex understanding of organizational crises if we focus not only on the communication produced by the organization but also take into account the many other voices who start communicating when a crisis breaks out It provides An in depth overview of the five key dimensions of organizational crises crisis management and crisis communication A comprehensive introduction to the theory of the Rhetorical Arena and the multivocal approach to crisis communication including some of the most important voices inside the arena A series of important international case studies and case examples in each chapter Suitable for students studying crisis communication modules on corporate communication public relations and management and organization studies courses

The Handbook of International Crisis Communication Research Andreas

Schwarz,Matthew W. Seeger,Claudia Auer,2016-04-18 The Handbook of International Crisis Communication Research articulates a broader understanding of crisis communication discussing the theoretical methodological and practical implications of domestic and transnational crises featuring the work of global scholars from a range of sub disciplines and related fields Provides the first integrative international perspective on crisis communication Articulates a broader understanding of crisis communication which includes work from scholars in journalism public relations audience research psychology political science sociology economics anthropology and international communication Explores the topic from cross national and cross cultural crisis communication approaches Includes research and scholars from countries around the world and representing all regions Discusses a broad range of crisis types such as war terrorism natural disasters pandemia and organizational crises *A Primer for Crisis Communication Theory* Finn Frandsen,W. Timothy Coombs,Winni Johansen,2025-08-04 Guided by a belief that good crisis communication theory should inform and improve practice this book makes a wide range of theories utilized in crisis communication accessible to researchers students and practitioners The book begins with an extended discussion of applied theory including the theory building process to help the reader appreciate how theory can connect to the practice of crisis communication This discussion is followed by chapters each explaining a theory and using an evidence based approach to explore how that theory illuminates and applies to crisis communication practice The array of theories includes those that are descriptive prescriptive and critical and cover the areas of public crises political crises and corporate crises This book is essential reading for advanced students of public relations and strategic communication and researchers in crisis and risk communication with practical insights suitable for interested professionals **Social Media and Crisis Communication** Yan Jin,Lucinda L. Austin,2017-06-27 Social Media and Crisis Communication provides a unique and timely contribution to the field of crisis communication by addressing how social media are influencing the practice of crisis communication The book with a collection of chapters contributed by leading communication researchers covers the current and emerging interplay of social media and crisis communication recent theories and frameworks overviews of dominant research streams applications in specific crisis areas and future directions Both the theoretical and the practical are discussed providing a volume that appeals to both academic minded readers as well as professionals at the managerial decision making level The audience includes public relations and corporate communication scholars graduate students studying social media and crisis communication researchers crisis managers working in communication departments and business leaders who make strategic business communication planning No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains Incorporated in this volume is the recent Social mediated Crisis Communication Model developed by the editors and their co authors which serves as a framework for crisis and issues management in a rapidly evolving media landscape *The Handbook of Applied Communication Research* H. Dan O'Hair,Mary John O'Hair,2020-04-24 An

authoritative survey of different contexts methodologies and theories of applied communication The field of Applied Communication Research ACR has made substantial progress over the past five decades in studying communication problems and in making contributions to help solve them Changes in society human relationships climate and the environment and digital media have presented myriad contexts in which to apply communication theory The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues their research implications in various contexts and the challenges and opportunities for using communication to manage problems This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes Volume one introduces ACR explores what is possible in the field and examines theoretical perspectives organizational communication risk and crisis communication and media data design and technology The second volume focuses on real world communication topics such as health and education communication legal ethical and policy issues and volunteerism social justice and communication activism Each chapter addresses a specific issue or concern and discusses the choices faced by participants in the communication process This important contribution to communication research Explores how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field The Handbook of Applied Communication Research is an invaluable work for advanced undergraduate students graduate students and scholars

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