

Research Article

# Enhancing shopping centers' media visibility

## Mejora de la visibilidad mediática de los centros comerciales

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Fecha de Recepción: 27/05/2024

Fecha de Aceptación: 17/07/2024

Fecha de Publicación: 24/07/2024

### Cómo citar el artículo (APA 7<sup>a</sup>):

Pedreño-Santos, A. (2025). Enhancing shopping centres' media visibility [Mejora de la visibilidad mediática de los centros comerciales]. *European Public & Social Innovation Review*, 9, 1-16. <https://doi.org/10.31637/epsir-2024-390>

### Abstract:

**Introduction:** In times of crisis such as a war, pandemic or meteorological hazard, companies face a double challenge: communicating with the consumer both from a commercial point of view and communicating to the consumer the instructions to follow derived from the risk situation. This research provides a conceptual and managerial overview of the components generating media impact in times of health crisis. **Methodology:** First, seventeen components are identified and grouped in three dimensions: *content*, *format* and *organisation*. We study the communication strategy of four shopping centres during the week of the reopening of the shopping centres after the COVID-19 pandemic lockdown of March-May 2020 in Madrid, Spain. Second, 164 news stories are analysed with a panel of experts and a principal component analysis, to determine the components of communication that present higher impact on media **Results:** Shopping centres media visibility in times of crisis, increase by using intuitive content that generates learning and security, in a format that details instructions clearly. **Conclusions:** It is a must for companies to have previously worked on building credibility and brand awareness, in order get space in media during crisis periods.

**Keywords:** risk communication; public relations; media; shopping centres; instructional communication; format; content; organization.

### Resumen:

**Introducción:** En tiempos de crisis como una guerra, una pandemia o un peligro meteorológico, las empresas se enfrentan a un doble reto: comunicarse con el consumidor

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# Shopping Centers And The Media Crisis Communication

**Bridget Griffen-Foley, Sue Turnbull**



## **Shopping Centers And The Media Crisis Communication:**

**Shopping Centers and the Media**, 1994      Student Workbook to Accompany Crisis Communications Kathleen Fearn-Banks, 2012-11-12 No company organization or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan This student workbook reviews the critical terminologies processes and skills needed for understanding and responding to crises It prepares individuals for responding to crises in a variety of contexts and reinforces strategies and tactics to be used during a crisis Chapters include instructive case studies of public relations professionals in crises what they did what they wished they had done and what hampered their progress The exercises provide students with the opportunity to respond to real world crises sharpening their own skills and practicing response behaviors This workbook will serve as a useful tool for all future practitioners      *The Media and Communications in Australia* Bridget Griffen-Foley, Sue Turnbull, 2023-11-21 At a time when the traditional media have been reshaped by digital technologies and audiences have fragmented people are using mediated forms of communication to manage all aspects of their daily lives as well as for news and entertainment The Media and Communications in Australia offers a systematic introduction to this dynamic field Fully updated and expanded this fifth edition outlines the key media industries from print sound and television to film gaming and public relations and explains how communications technologies have changed the ways in which they now operate It offers an overview of the key approaches to the field including a consideration of Indigenous communication and features a hot topics section with contributions on issues including diversity misinformation algorithms COVID 19 web series and national security With chapters from Australia's leading researchers and teachers in the field The Media and Communications in Australia remains the most comprehensive and reliable introduction to media and communications from an Australian perspective It is an ideal student text and a key resource for teachers lecturers media practitioners and anyone interested in understanding these influential industries      **The Handbook of Crisis Communication** W. Timothy Coombs, Sherry J. Holladay, 2012-01-10 Written as a tool for both researchers and communication managers the Handbook of Crisis Communication is a comprehensive examination of the latest research methods and critical issues in crisis communication Includes in depth analyses of well known case studies in crisis communication from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global crisis communication Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub discipline of public relations or corporate communication      **Crisis Communications** Kathleen Fearn-Banks, 2016-08-05 Crisis Communications A Casebook Approach presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations Demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis Author Kathleen Fearn Banks addresses

how to choose the best possible words to convey a message the best method for delivering the message and the precise and most appropriate audience in addition to illustrating how to avoid potential mismanagement The fifth edition of Crisis Communications includes updated cases that provide wider coverage of international crises and media technologies It includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters New case studies include Police Departments and Community Trust The Oso Mudslide in Washington School Shootings Communications To and For Children and two additional international case studies Ebola Strikes Liberia Firestone Strikes Ebola and Nut Rage and Korean Airlines Previous case studies no longer in this edition can be found on the book's companion website which also includes the Instructor's Manual with exercises in crisis responses guidelines for crisis manual preparation and other teaching tools [www.routledge.com/cw/fearnbanks](http://www.routledge.com/cw/fearnbanks) Looking at both classic and modern cases in real world situations Crisis Communications provides students with real world perspectives and insights for professional responses to crises It is intended for use in crisis communications crisis management and PR case studies courses Also available for use with this text is the Student Workbook to Accompany Crisis Communications providing additional discussion questions activities key terms case exercises and further content for each chapter

**Crisis Communication and Crisis Management** Burton St. John III, Yvette E. Pearson, 2016-08-01 Equip your students with a strong understanding of the essential role that communicators play in moments of crisis and the tools they need to conduct ethically sound crisis management

**The Big Picture of Business, Book 2** Hank Moore, 2020-01-07 The Big Picture of Business Book 2 offers a creative approach to strategy development and planning for companies in today's turbulent business environment that prepares them for an unknowable tomorrow Each year one third of the US Gross National Product goes toward cleaning up problems damages and other high costs caused by companies that failed to take proper actions Look no further than the cost of the current financial crisis for an example The costs of band aid surgery for their problems and make good work cost businesses six times that of proper planning oversight and accountability In addition 92 percent of all problems in organizations stem from poor management decisions In The Big Picture of Business Book 2 Hank Moore takes a fresh look at change and growth utilizing full scope planning as a means of navigating through uncertain waters toward richer success based on his trademarked approach to growing and strengthening businesses that has been tested by his actual work in guiding corporations over three decades Hank shows readers how to master change and in doing so ready companies to face the future

*Travel and Tourism Public Relations* Dennis E. Deuschl, 2006 Providing a comprehensive overview of PR practice in the four major sectors of the travel and tourism industry this text outlines standard PR communication tools and addresses the particular communication challenges faced by PR professionals working in the industry

**Risk and Crisis Communication in Europe** Audra Diers-Lawson, Andreas Schwarz, Florian Meissner, Silvia Ravazzani, 2024-06-24 This timely volume offers an international and cross disciplinary examination of risk and crisis

communication theory and practice in Europe Placing the rapidly developing field of risk and crisis communication within the context of a Europe in flux experiencing the amplification of the refugee crisis Brexit increasing terrorist attacks a heightened awareness of the climate crisis and the COVID 19 pandemic a cross continental team of experts explore these developments from a theoretical and practical standpoint Drawing connections between culture digital technology identity public health politics and industry the analysis offers a multitude of perspectives from across the continent and provides ways ahead for the field of risk and crisis communication This exciting and innovative volume will interest scholars and students of risk and crisis communication media studies political communication public relations political studies and international relations Chapter 5 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license

Shopping Center Management, 1999      **The Mechanics of Malls : A Comprehensive Guide to Develop & Manage Shopping Malls** Susil S Dugarwal, 2024-02-23 About the Book Are you ready to delve into the intricacies of the Shopping Mall business Look no further The Mechanics of Malls by Susil S DUNGARWAL a distinguished Shopping Mall Specialist with a wealth of experience advising over 100 Malls is your comprehensive guide to mastering every facet of the Shopping Mall industry If you are involved in the shopping Mall business either directly or indirectly or you aspire to get into the Shopping Mall Sector then this book is a sure shot pick for you to enhance your knowledge of this domain The Mechanics of Malls is an complete cyclopedia about Developing Managing Shopping Malls The book takes you through the entire journey of how to develop a Mall right from Market Research Financial Feasibility study Conceptualization Design Development Marketing Lease Management Fitout Management Mall Management Mall reorientation Mall Monetization Mall Marketing etc The book also consists of various Acronyms Definitions Nomenclatures Meanings Jargons etc of the Shopping Mall sector The learnings of the author over the last 38 years in Retail Shopping Mall sectors has been compiled into this one book which would help not only professionals from the Shopping Mall Sector but also help aspiring Management Students Managers Mall Developers Mall Owners Mall Builders Real Estate builders developers to understand the ground level learnings of how to develop manage a Shopping Mall Open the doors to success in the Shopping Mall business grab your copy of The Mechanics of Malls now About the Author Beginning his career as a salesman in 1985 Susil S DUNGARWAL is one of the few who has grown from the Shop floor to the Boardroom in the retail shopping Mall sector Over the last 38 years he has headed various retail chain stores and Shopping Malls Along the way he left his mark on renowned retail brands such as Saint Mark Sampath Jewellers Paramveer Silknets International Big Kids Kemp Saree Kemp Shoppers Stop Varsha Lifestyles Haiko Supermarket The Loft The Culture Shop now Suriti and The Loot to name a few He has been an advisor of the best names in the Shopping Mall Sector prominent being Lulu Group DLF Group TATA housing Malabar Group Omaxe Group Supertech Group Gokulam Group Chaudhary Group Nepal Alpine Group Nigeria Smile group Oman etc Over the years he has been

actively advised on a staggering 100 Malls collectively spanning about 35 millions of square feet and spanning across six different countries It is no surprise that he has earned the nickname as the Mall Mechanic a testament to his unparalleled expertise and invaluable contributions to the ever evolving world of Shopping Mall development and management He has been a keynote speaker panellist in various Indian International Shopping Mall forums seminars and conferences He is also winner of over 40 national international awards for his achievement in Retail Shopping Mall Sectors His first 2 books as a part of the Knowledge Series covering the entire retail sector prospects of India were released by The Economic Times Intelligence Group ETIG titled Changing Gears Retailing in India 2000 2001 and then the second edition of the same Knowledge series was published in 2002 2003 Crisis Communication Audra Diers-Lawson,2019-09-26 Crises come in many shapes and sizes including media blunders social media activism extortion product tampering security issues natural disasters accidents and negligence just to name a few For organizations crises are pervasive challenging and catastrophic as well as opportunities for organizations to thrive and emerge stronger Despite the proliferation of research and books related to crisis communication the voice that is often lost is that of the stakeholder Yet as both a public relations and management function stakeholders are central to the success and failure of organizations responding to and managing crises in a cross platform and global environment This core textbook provides a comprehensive and research driven introduction to crisis communication critical factors influencing crisis response and what we know about predicting stakeholder responses to crises Incorporated into each chapter are global case studies ethical challenges and practitioner considerations Online resources include an extensive set of multimedia materials ranging from podcast mini lectures to in class exercises and simulation based activities for skills development <https://audralawson.com/resources/crisis-communication-managing-stakeholder-relationships> Demonstrating the connection between theory decision making and strategy development in a crisis context this is a vital text for advanced undergraduate and postgraduate students of Communications Public Relations Marketing and Strategic Management *Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics* Omeraki Çekirdekci, Şahver,İngün Karkış, Özlem,Gönültaş, Suna,2021-11-26 The COVID 19 pandemic shook the world to its core After a brief pause organizations of all kinds had to adapt to the new circumstances given to them with very little time The presence of the pandemic caused multiple threats that caused several disruptions to the norms beliefs and practices in various domains of everyday life Both from macro and micro perspectives individuals households markets institutions and governments developed strategies to respond to the new environment responses that hope to eliminate or at least decrease the threats of the COVID 19 pandemic The Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics explores the COVID 19 pandemic from an interdisciplinary perspective and determines how future pandemics may impact society Beginning as a health threat the pandemic has led the way to economic social psychological political and informational crises necessitating the examination of the phenomenon

from different academic disciplines Covering topics such as distance education human security and predictions this handbook of research is an essential resource for scholars managers media representatives governors health officials government officials policymakers students professors researchers and academicians

**Parched - The Cape Town Drought Story** Gisela Kaiser,2021-10-25 The book presents the history of water supply to Cape Town leading up to the worst ever drought recorded through political turmoil impacting on drought interventions and resulting in the adoption of an integrated water strategy Regions reliant on water supply from rainfed dams have always been vulnerable to the impact of drought This is exacerbated by the uncertainty of future rainfall which is never guaranteed and reliance is placed on modelling using historic data While weather has always been variable climate has been generally reliable With anthropogenic activity causing changes in climate the validity of modelling based on history is currently not fully trusted Unless the storage capacity is sufficient to carry through numerous seasons of poor rainfall even with water restrictions to match demand and supply in times of depleted rainfall the risk of reservoirs running dry remains a threat

**Retail Market Study 2013** Marc-Christian Riebe,2013-02-01 The last year s Retail Market Study reached 20 000 readers This year we covered 145 Shopping Cities 500 Shopping Malls 750 High Streets 1 000 Retailers 2 000 Store Openings on 976 pages

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Consumption Intensified Maureen O'Dougherty,2002-02-18 This work traces ways in which consumer culture defined the Brazilian middle class during the 1980s 1990s

**OECD Studies on Water Water Governance in Cape Town, South Africa** OECD,2021-03-24 In 2018 the city of Cape Town South Africa was close to the Day Zero requiring all taps to be shut off and citizens to fetch a daily 25 litre per person Though the day zero was avoided it is estimated that at the current rate South Africa will experience a 17% water deficit by 2030 if no action is taken to respond to existing trends

**Threat Level Red** Michael Erbschloe,2017-07-06 There is extensive government research on cyber security science technology and applications Much of this research will be transferred to the private sector to aid in product development and the improvement of protective measures against cyber warfare attacks This research is not widely publicized There are initiatives to coordinate these research efforts but there has never been a published comprehensive analysis of the content and direction of the numerous research programs This book provides private sector developers investors and security planners with insight into the direction of the U S Government research efforts on cybersecurity

**Diversity within Diversity Management** Andri Georgiadou,Maria Alejandra

Gonzalez-Perez,Miguel R. Olivas-Luján,2019-05-07 This edited collection of case studies from around the globe seeks to shed light on existing practicesdisseminating the value of diversity whilst opening the road toward a wider perspective on its definitions The contributors provide a critical reflection of the current discourse on different types of diversity around the world



## **Shopping Centers And The Media Crisis Communication** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the ability of words has be evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **Shopping Centers And The Media Crisis Communication**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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