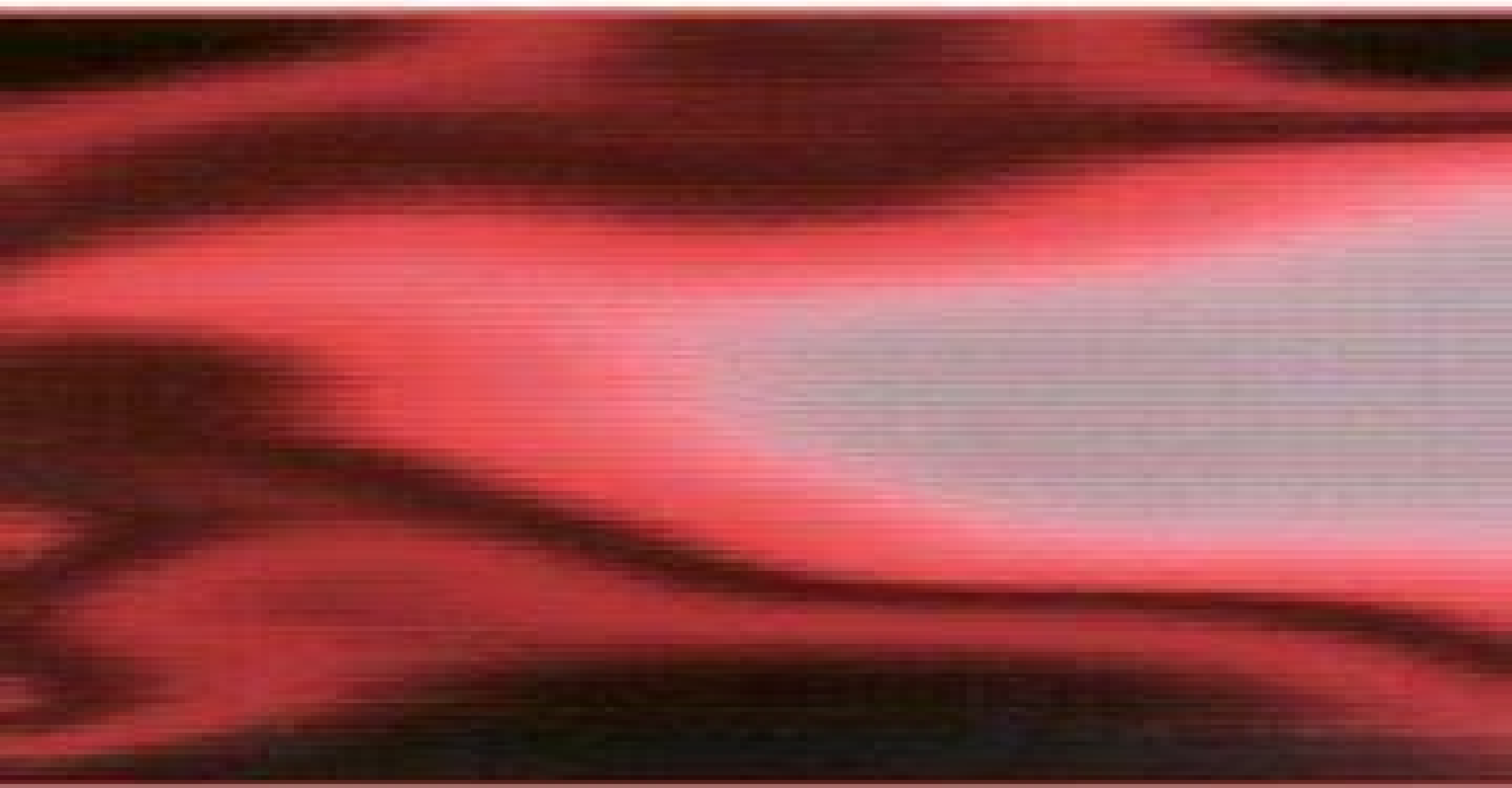


# Responding to Crisis

A Rhetorical Approach to Crisis Communication



Edited by  
Dan P. Miller • Robert L. Heath

# Responding To Crisis A Rehetorical Approach To Crisis Communication

**Mary F. Hoffman, Debra J. Ford**



## **Responding To Crisis A Rehetorical Approach To Crisis Communication:**

**Responding to Crisis** Dan Pyle Millar, Robert L. Heath, 2003-12-08 In recent years researchers and practitioners have explored the nature theory and best practices that are required for effective and ethical crisis preparation and response The consequences of being unprepared to respond quickly appropriately and ethically to a crisis are dramatic and well documented For this reason crisis consulting and the development of crisis response plans and protocols have become more than a cottage industry Taking a rhetorical view of crisis events and utterances this book is devoted to adding new insights to the discussion and to describing a rhetorical approach to crisis communication To help set the tone for that description the opening chapter reviews a rhetorical perspective on organizational crisis As such it raises questions and provokes issues more than it addresses and answers them definitively The other chapters can be viewed as a series of experts participating in a panel discussion The challenge to each of the authors is to add depth and breadth of understanding to the analysis of the rhetorical implications of a crisis as well as to the strategies that can be used ethically and responsibly Central to this analysis is the theoretic perspective that crisis response requires rhetorically tailored statements that satisfactorily address the narratives surrounding the crisis which are used by interested parties to define and judge it This volume will be of value to scholars and students interested in crisis communication and is certain to influence future work and research on responding to crises

**Crisis Communication in Canada** Duncan Koerber, 2017-10-25 Private companies that respond poorly to a crisis may go bankrupt wiping out investments and jobs Charities that respond poorly to a crisis may lose donations ending support for the most vulnerable Professional athletes religious leaders CEOs and politicians who respond poorly to a crisis may lose their long standing careers and the respect of their colleagues supporters fans and customers This book offers both theory and practical help for organizations and professionals to deal effectively with crises Crisis communication lessons have typically been the purview of public relations professionals However since the 1990s there has been a growing body of scholarly research on the topic Crisis Communication in Canada offers a unique scholarly and professional contribution synthesizing recent research and providing a context for practical advice Written in clear and concise style directed at beginners but rooted in research this book will offer instructors and students a unique resource for the study and practice of crisis communication

*The Handbook of Organizational Rhetoric and Communication* Oyvind Ihlen, Robert L. Heath, 2018-05-10 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric

as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric

**The Handbook of Crisis Communication** W. Timothy Coombs, Sherry J. Holladay, 2022-11-14 The revised and updated new edition of the comprehensive guide to crisis communication research and practice The Handbook of Crisis Communication provides students researchers and practitioners with a timely and authoritative overview of the dynamic field Contributions by an international team of 50 leading scholars and practitioners demonstrate various methodological approaches examine how crisis communication is applied in a range of specific contexts discuss the role of culture and technology in crisis communication and present original research of relevance to the development and evaluation of crisis communication theory Now in its second edition the Handbook covers the latest advances in global crisis communication technology current trends in research and practice social media in crisis communication and more Each of the 38 chapters incorporate new material offering fresh insights into existing areas of crisis communication and explore new and emerging lines of research A wealth of new case studies practical scenarios and in depth analyses of recent crises are integrated throughout Examines traditional applications recent advances and emerging areas in crisis communication Discusses communication approaches for organizational crises disasters political crises and public health crises Provides up to date coverage of the latest terminology methods and research trends in the field Highlights how crisis communication theory and research can inform real world practice Features detailed analyses of crisis communication in major events such as terrorist attacks natural disasters industrial accidents and global pandemics The Handbook of Crisis Communication Second Edition is an excellent textbook for

advanced students in public relations and strategic communication programs and a valuable reference for researchers and practitioners in fields such as crisis communication public relations and corporate communication      **Handbook of Risk and Crisis Communication** Robert L. Heath,H. Dan O'Hair,2010-09-28 This handbook features a line of analysis that connects crisis risk and public policy issues into a coherent fabric Each chapter represents the best available research in these areas with insightful notions of where current research and best practices should move in the future      **Rhetorical and Critical Approaches to Public Relations II** Robert L. Heath,Elizabeth L. Toth,Damion Waymer,2009-03-04 This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations and it uses a rhetorical lens to give practitioners a clear sense of how their PR campaigns make a contribution to the organizational bottom line      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 COVID-19 Pandemic and Risks in East Asia** Nobuto Yamamoto,2022-11-29 Using risk as a conceptual lens this book analyzes how communities across East Asia responded to the disruption unleashed by the COVID 19 pandemic The contributors to this book look at how governments societies and individuals have perceived experienced dealt with and interpreted the pandemic and the transformations it has brought across countries like Japan South Korea Taiwan Vietnam and the Philippines They examine pressing concerns such as infodemic digital health literacy media cynicism telework and digital inequalities in conjunction with issues such as public trust identity formation nationalism and social fragmentation They look at a wide range of questions relating to communication mediation and reactions to the challenges of the pandemic An insightful resource for scholars of risk studies and of East Asian societies the book is also a valuable reference for students and researchers of media and communication studies and sociology      **Communicating Risk and Safety** Timothy

L. Sellnow, Deanna D. Sellnow, 2023-12-31 The world is wrought with risks that may harm people and cost lives The news is riddled with reports of natural disasters wildfires floods earthquakes hurricanes industrial disasters chemical spills water and air pollution and health pandemics e g SARS H1NI COVID19 Effective risk communication is critical to mitigating harms The body of research in this handbook reveals the challenges of communicating such messages affirms the need for dialogue embraces the role of instruction in proactively communicating risk acknowledges the function of competing risk messages investigates the growing influence of new media and constantly reconsiders the ethical imperative for communicating recommendations for enhanced safety      **Corporate Communication** Klement Podnar, 2014-11-13 Corporate

Communication A Marketing Viewpoint offers an overview of the framework key concepts strategies and techniques from a unique marketing perspective While other textbooks are limited to a managerial or PR perspective this book provides a complete holistic overview of the many ways communication can add value to an organization Step by step this text introduces the main concepts of the field including discipline and function frameworks corporate identity corporate and employer branding corporate social responsibility stakeholder management storytelling corporate associations identification commitment and acceptability In order to help reinforce key learning points grasp the essential facts and digest and retain information the text offers a comprehensive pedagogy including chapter summaries a list of key words and concepts case studies and questions at the end of each chapter Principles are illustrated through a wealth of real life examples drawn from a variety of big small global and local companies such as BMW Group Hidria Lego Mercator Krka Barilla Domino s Pizza Gorenje Si Mobil BP Harley Davidson and Coca Cola This exciting new textbook is essential reading for all professional corporate marketing and communication executives as well as undergraduate and postgraduate students of marketing and public relations not to mention managers who need a complete and accurate view of this increasingly important subject

*Reputational Challenges in Sport* Andrew C. Billings, W. Timothy Coombs, Kenon A. Brown, 2018-06-27 Issues of reputation management are negotiated in a wide array of contexts yet arguably one of the most visible of these areas involves how such stories unfold within the sporting arena Whether involving individual athletes teams organizations leagues or global entities the process of navigating issues of image repair and or restoration and crisis based communication has never been more byzantine with a plethora of communicative media outlets functioning in myriad manners *Reputational Challenges in Sport* explores the intersection of reputation sport and society In doing so the book advances theory and then explores individual team and organizational applications from varied methodological perspectives as they relate to reputation and identity management and crisis orientations The book provides a synthesis of previous works while offering a contemporary advancement of these subjects from a variety of epistemological approaches It gives voice to variety of perspectives that offer a robust advancement of issues relating to reputation sport and modern society      *Whistleblowing, Communication and Consequences* Peer Jacob Svenkerud, Jan-Oddvar Sørnes, Larry Browning, 2021-03-25 Whistleblowing Communication and

Consequences offers the first in depth analysis of the most publicized and morally complex case of whistleblowing in recent European history the Norwegian national lottery Norsk Tipping With contributions from the whistleblower himself as well as from key voices in the field this book offers unique perspectives and insights into not only this fascinating case but into whistleblowing and wrongdoing in organizations more broadly An international team of scholars use fourteen different theoretical lenses to show the complex and multi faceted nature of whistleblowing The book begins with an ethnographic account by the whistleblower story and proceeds into an analysis of the literature and conceptual topics related to that whistleblowing incident to present the lessons that can be learnt from this extreme example of institutional failure This fascinating complex and multi theoretical book will be of great interest to scholars students and industry leaders in the areas of public relations corporate communication leadership corporate social responsibility whistleblowing and organizational resistance The Open Access version of this book available at <http://www.tandfebooks.com> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

**Public Relations** Carolyn Mae Kim, 2019-02-18 The industry of public relations is rapidly evolving requiring practitioners to have greater specialization than ever before Hand in hand with the growth of the industry educational programs have developed to address the growing need for quality preparation for future practitioners Public Relations Competencies and Practice focuses on the required competencies expected and applications of public relations into specific sectors of practice Based on competencies identified by organizations such as the Commission on Public Relations Education and the Public Relations Society of America Public Relations provides a robust examination of areas such as diversity leadership and ethics The second part of the text focuses on these unique requirements for undergraduate and graduate students focused on entering sectors such as entertainment public relations nonprofit public relations or investor relations The book also features online resources for instructors Sample course syllabus Discussion questions Suggested midterm and final project Public Relations offers students competency and practice focused content from top PR experts and incorporates interviews from professionals in the field to show students how to apply competencies in specific practice sectors

*Global and Culturally Diverse Leaders and Leadership* Jean Lau Chin, Joseph E. Trimble, Joseph E. Garcia, 2017-11-09 This book explores diverse cultural leadership styles and paradigms of leadership that are dynamic complex globally authentic and culturally competent for the 21st century By redefining global leadership the authors impart a new understanding of the criteria for selecting training and evaluating leaders in the 21st century

**Organizational Rhetoric** Mary F. Hoffman, Debra J. Ford, 2010 Organizational Rhetoric introduces students to a rhetorical approach to understanding analyzing and creating organizational messages for both internal employees and external customers This textbook provides students a theoretically grounded understanding of the basic building blocks of organizational rhetoric the types of rhetorical situations faced by organizational communicators and the specific strategies used to address six common organizational rhetorical situations such as image management Students will gain an

understanding of the power of organizations in contemporary society and be able to think critically about organizational messages The text is organized in two units In the first unit authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies In the second unit the authors cover six specific rhetorical situations commonly faced by organizations image and identity management issue management impression management risk management crisis management and organizational apologia and internal message management Each chapter is structured similarly in conjunction with the ideas developed in unit one and each ends with a case study that exemplifies the content presented in that chapter Features and Benefits The first unit in the text will introduce the details of analyzing situations and identifying strategies The second unit will examine six specific recurring rhetorical situations for organizations Organizational schema centered on situations and strategies Use of real life case studies Focus on careers in organizational rhetoric Focus on thinking critically about organizations in society

**Political Public Relations** Jesper Stromback, Spiro Kiouisis, 2011-05-18 Political Public Relations maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research

**Pragmatics across Languages and Cultures** Anna Trosborg, 2010-08-31 This handbook provides a comprehensive overview as well as breaking new ground in a versatile and fast growing field It contains four sections Contrastive Cross cultural and Intercultural Pragmatics Interlanguage Pragmatics Teaching and Testing of Second Foreign Language Pragmatics and Pragmatics in Corporate Culture Communication covering a wide range of topics from speech acts and politeness issues to Lingua Franca and Corporate Crises Communication The approach is theoretical methodological as well as applied with a focus on authentic interactional data All articles are written by renowned leading specialists who provide in depth up to date overviews and view new directions and visions for future research

**Public Relations** Chiara Valentini, 2021-02-08 What is public relations What do public relations professionals do And what are the theoretical underpinnings that drive the discipline This handbook provides an up to date overview of one of the most contested communication professions The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations It introduces key concepts models and theories as well as new theorizing efforts undertaken in recent years Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions this handbook presents readers with a great diversity of perspectives in the field



Journalism and Social Media in Africa Chris Paterson, 2019-07-09 Through innovative research studies and expert commentaries this book documents the fast evolving invention of the relationship between the millions of social media and mobile phone users around Africa and traditional purveyors of news Whilst social media demonstrates an unprecedented ability for the politically engaged to both bypass and influence traditional information flows it also faces unique circumstances through much of Africa Signs of social change brought by mobile technology are evident around the continent raising questions about the nature of information exchange and citizenship Working from a wide variety of perspectives and methodologies the contributors to this collection address key questions emerging from rapid communication change in Africa This book reveals how new participatory interactive communications technologies are enabling new tellings of Africa s stories This book was originally published as a special issue of *Ecquid Novi African Journalism Studies*

*Disaster Health Management* Gerry FitzGerald, Mike Tarrant, Marie Fredriksen, Peter Aitken, 2016-09-13 Disaster health is an emerging field that focuses on developing prevention preparation response and recovery systems for dealing with health problems that result from a disaster As disasters worldwide differ in their nature scope and cultural context a thorough understanding of the fundamental tenets of sound disaster health management is essential for both students and practitioners to participate confidently and effectively in the field *Disaster Health Management* is the first comprehensive textbook to provide a standard guide to terminology and management systems across the entire spectrum of disaster health Authored by experienced educators researchers and practitioners in disaster health management this textbook provides an authoritative overview of The conceptual basis for disaster management Systems and structures for disaster management Managing disasters through the continuum of preparedness response and recovery The variations associated with both natural and technological disasters The strategic considerations associated with leadership research education and future directions Using Australasian systems and structures as examples of generic principles which will find application globally *Disaster Health Management* is an essential text for both undergraduate and postgraduate students as well as for professionals involved in all aspects of disaster management

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