FACULTY OF HUMAN SCIENCE

Master one Mass Communication, Public Relations, Audiovisual major

The Fourth English course by Nasri Wahiba

The text:

Crisis communication is the process of managing and sharing information when an organization faces a serious problem. The goal is to protect the organization's reputation, provide clear information, and reassure the public. Crises can include natural disasters, accidents, or internal issues like a data breach. During a crisis, organizations must respond quickly and honestly to keep people informed and maintain trust.

Crisis communication usually occurs in three stages: pre-crisis, crisis response, and post-crisis. In the pre-crisis stage, an organization prepares by identifying potential risks and making a crisis plan. During the crisis response, the organization provides regular updates, shows empathy for those affected, and aims to reduce panic. After the crisis, in the post-crisis stage, the organization reviews its actions to improve future responses.

Effective crisis communication involves being transparent, consistent, and empathetic. Transparency means being open and honest about the crisis. Consistency means sharing the same message across all platforms. Empathy shows that the organization cares about those impacted. Following these strategies helps an organization maintain trust and recover more easily from a crisis.

The Question:

1. Suggest a Title for the Text.
2. What is the general idea of the text?
3. Identify the key terms and try to define them .
4. What is the main goal of crisis communication?
5. What types of situations can be considered crises for an organization?
6. Why must organizations respond quickly during a crisis?
7. What are the three stages of crisis communication?
8. What does an organization do during the pre-crisis stage?
9. 10. How can a well-prepared crisis plan benefit an organization in the pre-crisis stage?
10. Why is it necessary for an organization to review its actions after a crisis?
11. Why is it important for an organization to be transparent during a crisis?
12. How do transparency, consistency, and empathy contribute to effective crisis communication?
13. Answer with true or false:

* Crisis communication only involves the response phase and does not require any preparation.
* Empathy in crisis communication is unnecessary because facts are more important than feelings.
* Transparency in crisis communication means sharing only positive information about the organization.
* An organization’s crisis plan is created during the pre-crisis stage to help prepare for potential risks.

1. What is the main idea of each paragraph? Try to link them to provide a paragraph as a summary of the text.