

Unit 1 Article Review

Introduction

Crisis management is a procedure which is meant to reduce and even prevent further damage caused or imposed on an organization and its stakeholders by a crisis. For emergency management to be effective, the information released during a crisis must be real time and relevant, and it has to handle the crisis threat at hand in a sequential manner. In any given occurrence, the number one priority has to be the safety of the public. The financial damage felt by an organization and the risk of losing its reputation only comes after public safety. In the end, the whole process is designed to minimize and protect the organization and stakeholders the impact felt from damage. This research paper aims to review an article on the causes and repercussions brought by a crisis and how perception can influence communication during a crisis. The study will investigate the issues discussed and how they affect the contemporary thinking about research.

The Key Issues Discussed

There are a few major key agendas that this article has addressed. An investigation is done to assess the perception of a crisis by the people it affects and the acknowledgment of the reason behind the crisis. It also tends to look at the effects it has on the efforts of communication during the occurrence of the crisis. One issue that reveals itself is the lack of responsibility from the society in the prevention of a crisis that with the right efforts can be prevented. This is very important as a study conducted shows that crisis communication officer looks at natural disasters as being more manageable by the society than other crisis that occurs for reasons which are unknown (Wester, 2009). The results show that the community in some cases doesn't consider the causes and the importance of the crisis occurrence to be vital. Crisis communication is

therefore affected in that the response towards an event is not dependent on the type of crisis in a certain case.

Another main point that the study performed reveals is that the ability of a crisis to manifest itself in a variety of different ways directly affects crisis communication in any case at hand. A case study of a terrorist attack in a certain place can be performed in various forms such as suicide bombers, biological weapons, large-scale militia attacks and other methods (Wester, 2009). The information given to the public about a terrorist attack may be different due to the nature of the unknown assault. There are other attacks that don't have this ability to be diverse and thus don't directly affect the information that is given to the public by the crisis communication officers.

Another major issue that is seen in the study is that the judgment of the repercussions that are experienced due to the crisis is not affected by the perception of the horrendous consequences that the crisis brings forth. This goes to show that the crisis communication officers do not have the capability of addressing or having any influence in the people's reaction to a crisis occurrence. Any crisis that occurs anywhere has the same reaction from the society which will not make things better especially since the response left behind by a tragedy is that of anger, fear, and revenge (Wester, 2009). It is quite disappointing because it shows that there is nothing that the concerned management can do change this notion. This indicates that communication during an event of a crisis is extremely vital as it can influence the reaction of the society to the crisis and change their way of thinking if it is done right. It is important to give people the whole information about the crisis regardless of its severity for the best response from the society.

Contribution to Research

The main issue with research is either the scientific inquiry or critical inquiry. It is an investigation whose main reason is to discover facts by keen consideration and studying of a particular subject carefully (Salkind, 2009). The study performed by the crisis communication officers has put into perspective the modern ideologies of good research. There are various methods and approaches that have been used in the study to conduct research on the several attacks to determine the effects on crisis communication by the influence of perception on the society. The practitioners of this study have at some point considered themselves as case subjects in the research on perception towards crisis communication. The behavior in response towards a crisis is more valid if the crisis communication officers participated. This is a modern type of participatory action research that is being used for transparency and credibility of the findings of research.

Importance of Research in the Study

Research that is correctly carried out can uncover minor important details that are relevant in a case but cannot be easily seen. Decisions made in an organization are well informed by the conducting of a thorough research on a particular subject (Salkind, 2009). The research study in the article clearly shows that in a case study of disasters and attacks, the reaction and perception that the society has towards the dire repercussions caused by the crisis are the same in each case. This has helped the crisis communication officers to understand that the different ways in which they should address certain factors of outrage that would necessarily influence the reaction of people to various crisis scenarios. This shows that research is important for any organization as it also confirms the success or failure of a particular decision without reasonable doubt.

Opinion and Application of the Research Information

In this article, the importance of well-timed decision making and proper research is very important when it comes to the field of business. In business, one major aspect that is vital for success is advertising. In applying all the principles of research manifested in the article, research can be used in business to determine and confirm the success of publicity. In a business research process, the management will be able to get the key details about crucial business sectors then carefully analyze and then create a plan and finally dispense information of the company to the employees (Salkind, 2009). This will most certainly guarantee profits when venturing in a given business. On the other hand, the topic of the article has been a very important question that the crisis communication fraternity has sought answers to. The study has shown clearly how perception can influence communication (Wester, 2009). The results gotten from the research have shown that the crisis communication officers decide on what information to give out to the public. They give out on simple facts of the event and don't provide information about the nature of the crisis and the causes behind it.

Conclusion

The results of the research done suggest that the crisis communicators in the event of an emergency only focus on giving the public reassurance and the normal information about the state of the crisis. They, however, don't provide information on the causes of the crisis and the parties that are responsible for the occurrence. The study has shown that the event was causing the crisis affects the perception of the parties responsible for communication and management during a crisis. The crisis communication officers have the responsibility to reassess their opinion of some crises, and they should focus on how this can affect their strategies of communication in the event of another predicament.