The Handbook of International Crisis Communication Research

Edited by

Andreas Schwarz, Matthew W. Seeger, and Claudia Auer

WILEY Blackwell
# Contents

## Notes on Contributors

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction: Searching for an Integrative Approach to International Crisis Communication Research</td>
<td>ix</td>
</tr>
</tbody>
</table>

### 1. Significance and Structure of International Risk and Crisis Communication Research: Toward an Integrative Approach

Andreas Schwarz, Matthew W. Seeger, and Claudia Auer

### Part I Disciplinary Foundations for International Crisis Communication Research

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Political Science Research on Crises and Crisis Communications</td>
<td>13</td>
</tr>
<tr>
<td>Saundra K. Schneider and Marty P. Jordan</td>
<td></td>
</tr>
</tbody>
</table>

### Management and Economics

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Delving into the Roots of Crises: The Genealogy of Surprise</td>
<td>24</td>
</tr>
<tr>
<td>Christophe Roux-Dufort</td>
<td></td>
</tr>
</tbody>
</table>

### Psychology

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. The Psychology of Crisis Communication</td>
<td>34</td>
</tr>
<tr>
<td>M. Brooke Rogers and Julia M. Pearce</td>
<td></td>
</tr>
</tbody>
</table>

### Sociology

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Sociological Foundations of Crisis Communication</td>
<td>45</td>
</tr>
<tr>
<td>Martin Voss and Daniel F. Lorenz</td>
<td></td>
</tr>
</tbody>
</table>

### Anthropology

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. “Crisis” in Social Anthropology: Rethinking a Missing Concept</td>
<td>56</td>
</tr>
<tr>
<td>Stefan Beck and Michi Knecht</td>
<td></td>
</tr>
</tbody>
</table>

### Communication: Toward an Integrative Approach

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Communication – Conclusions for an Integrative Approach to International Crisis Communication Research</td>
<td>66</td>
</tr>
<tr>
<td>Claudia Auer, Andreas Schwarz, and Matthew W. Seeger</td>
<td></td>
</tr>
</tbody>
</table>

### Part II Actors and Institutional Communicators in International Crises

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Military, Government, and Media Management in Wartime</td>
<td>75</td>
</tr>
<tr>
<td>Kathrin Schleicher</td>
<td></td>
</tr>
<tr>
<td>Chapter</td>
<td>Title</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>9</td>
<td>Crisis Communication and Terrorist Attacks</td>
</tr>
<tr>
<td>10</td>
<td>Communication Concerning Disasters and Pandemics: Coproducing</td>
</tr>
<tr>
<td>11</td>
<td>International Organizational Crisis Communication: A Simple Rules</td>
</tr>
<tr>
<td>12</td>
<td>Conceptualizing Political Crisis and the Role of Public Diplomacy</td>
</tr>
<tr>
<td>13</td>
<td>The Role of the Media in the Discursive Construction of Wars</td>
</tr>
<tr>
<td>14</td>
<td>Terrorism and the Role of the Media</td>
</tr>
<tr>
<td>15</td>
<td>Media Framing of Disasters: Implications for Disaster Response Communicators</td>
</tr>
<tr>
<td>16</td>
<td>Organizational Crisis and the News Media</td>
</tr>
<tr>
<td>17</td>
<td>Political, Social, and Economic Crises in Public Communication</td>
</tr>
<tr>
<td>18</td>
<td>War, Media, and Public Opinion: A Battle for Hearts and Minds</td>
</tr>
<tr>
<td>19</td>
<td>Terrorism – Orchestrated Staging and Indicator of Crisis</td>
</tr>
<tr>
<td>20</td>
<td>Reoccurring Challenges and Emerging Threats: Crises and the New Millennium</td>
</tr>
</tbody>
</table>
Organizational Crisis
21. Domestic and International Audiences of Organizational Crisis Communication: State of the Art and Implications for Cross-Cultural Crisis Communication
   An-Sofie Claey and Andreas Schwarz

Political Crisis
22. Environmental Crises and the Public: Media Audiences in the Context of Environmental and Natural Threats and Disasters
   Jens Wolling

Part V The State of Crisis Communication Research Around the Globe

Crisis Communication Research in Africa
23. Crisis Communication Research in South Africa
   Herman Wasserman and Nathalie Hyde-Clarke
24. Crisis Communication Research in Nigeria
   Amiso M. George

Crisis Communication Research in Asia
25. Crisis Communication Research in the Chinese Mainland
   Yi-Hui Christine Huang, Fang Wu, Yang Cheng, and Joanne Chen Lyu
26. Crisis Communication Research in Singapore
   Augustine Pang
27. Crisis Communication Research in South Korea
   Sora Kim
28. Risk and Crisis Communication Research in India
   Ganga S. Dhanesh and Krishnamurthy Sriramesh

Crisis Communication Research in the Middle East
29. Crisis Communication Research in the Middle East & North Africa (MENA): Echoes of Normalizing Historical Crisis
   Ibrahim Saleh
30. Crisis Communication Research in Israel: Growth and Gaps
   Eytan Gilboa and Clila Magen

Crisis Communication Research in Australia and Oceania
31. Crisis Communication Research in Australia
   Chris Galloway
32. Crisis Communication Research in Aotearoa/New Zealand
   Ted Zorn, Margie Comrie, and Susan Fountaine

Crisis Communication Research in Western Europe
33. Crisis Communication Research in Germany
   Andreas Schwarz
34. Crisis Communication Research in Northern Europe
   Finn Frandsen and Winni Johansen
Crisis Communication Research in Eastern Europe
35. Crisis Communication Research in Eastern Europe: The Cases of Poland and Hungary
   Gyorgy Szondi and Pawel Surowiec
   384
36. Crisis Management and Communication Research in Russia
   Sergei A. Samoilenko
   397

Crisis Communication Research in Latin America
37. Crisis and Risk Communication Research in Colombia
   Jesus Arroyave and Ana Maria Erazo-Coronado
   411

Crisis Communication Research in North America
38. Crisis Communication Research in the United States
   Matthew W. Seeger, Alyssa Grace Sloan, and Timothy L. Sellnow
   422

Part VI Challenges and Topics of Future Research on Crisis Communication

Conceptual and Methodological Challenges of Risk and Crisis Communication in the Twenty-first Century
39. Paradigms of Risk and Crisis Communication in the Twenty-first Century
   Robert L. Heath and Michael J. Palenchar
   437
40. Global Product Recall Communications and Regulatory Focus Theory
   Daniel Laufer
   447
41. Methodological Challenges of International Crisis Communication Research
   W. Timothy Coombs
   456

New Technologies in International Crisis Communication
42. New Technologies and Applications in International Crisis Communication and Disaster Management
   Andreas Schwarz, Jean-Christophe Binetti, Wolfgang Broll, and Andreas Mitschele-Thiel
   465
43. The Future Role of Social Media in International Crisis Communication
   Chiara Valentini and Dean Kruckeberg
   478

Preparation for International and Cross-cultural Crises
44. Preparing for International and Cross-cultural Crises: The Role of Competing Voices, Inclusivity, and the Interplay of Responsibility in Global Organizations
   Timothy L. Sellnow and Shari R. Veil
   489
45. Putting Research into Practice: Models for Education and Application of International Crisis Communication Research
   Alice Srugies
   499

Summing Up and Looking Ahead: The Future of International Crisis Communication Research
46. Risk, Crisis, and the Global Village: International Perspectives
   Matthew W. Seeger, Claudia Auer, and Andreas Schwarz
   510

Index
518