

**Book Review**

**‘Communication & Crisis’**

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**Abstract**

*This book covers the role of the media in dealing with crises and it includes a comprehensive overview of the many aspects relating to this subject. It offers a vision of media management during crisis and how to handle advertising campaigns and rumours to create a public media culture that contributes to basing Arab media culture on scientific foundations and removing improvisation, emotion and mood. The book consists of five chapters. Chapter One discusses the definitions of crisis and its characteristics and distinguishes between it and the other terms those are relevant, such as ‘problem’ and ‘accident’, whereas the second chapter shows the types of crisis and the factors which affect our understanding of the nature of crises. Chapter Three addresses crisis management and how to face stress. After that, Chapter Four is devoted to crisis management and its industry tactics. Finally, Chapter Five presents communication and its role in the pre-crisis and post-crisis periods and media dealing rules with crisis.*

**Keywords:** Communication - Media - Crisis - Catastrophes - Crisis Management.

Under these crises that are following on the Middle East Region, almost rocking security, regional stability and international peace

The book consists of 1,636 pages of plain paper (12.5×18). Its emphasis is on the role of the media during crises and the importance of good media planning in the face of crises and catastrophe. The writer divided the book into five chapters to present in detail practical examples in different subjects to present crisis definition and its elements and basic characteristics and causative or assistant climate to these crises, the main differences between the term crisis and other relevant terminologies, like problem, intimidation, accident, conflict and catastrophe. Chapter Two discusses the types of crisis and the reasons why they occur, along with the modern methods of dealing with crises, the targeted organisations and their readiness to face crises and the crisis life cycle. The third chapter addresses crisis management, defining its stages, its principal’s clarification, its success factors and its components, in addition to the management team’s role, how to work in a crisis management centre, crisis scenarios and how to prepare for it, scenario preparing rules, scenario selection factors, the obstacles to crisis management, the crisis management model and the methodology for dealing with crises.

Chapter Four talks about “Management during Crisis”, clarifying its concept and how World War II started with a fabricated crisis, crisis manufacturing, its stages and the characteristics of each stage. Chapter Five focuses on “Crises Contacts” clarifying the relationship between the media and crises, the required qualities of a media crisis, the importance of balanced media dealing with crisis threats and the role of the media and its functions when faced with crises, media planning for crisis management and determine crises communications strategies in pre-crisis and during crises and post-crisis and media dealing rules with crises. Public relations, crisis contacts and the media strategies of public relations are all mentioned in this chapter. This book is indispensable for the pupils or practitioners of media work or public relations in several Arab organisations. The book shows the latest related research.