

A Critical View on the Crises Communication

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Abstract: Media, having no doubt, is one of the most influential landmark for We Media epoch. Here comes a question: What is We Media Era? We Media is a stage which enables citizens to express themselves and comment others with record. In other words, it transmits everyone's world into transparent and enlighten our horizons. However, the relationship between PR and its audience can be delicate. It is increasing hard for citizens to discern the bound between reality and illusory. People maybe pliable under the shade of digital media. The self-conceit is An Apple of Discord. The preconception emerges due to people's arrogant perspective. Information is pluralistic, both side of one truth maybe provided in entirely distinct ways. Discerning the truth and fake can be tricky. Before the modern society formed, people only know the word "communication skills," instead of the public relationship. Edward Bernays, one of the pioneers in the field of public relationship, once said that: "The three main element of public relations are practically as old as society: informing people, persuading people, integrating people with people." Different from the general Public Relationship, the Crises PR—Crises communication—exerts all the resorts of communication skills in order to protect single venture or individual.

Key word: media communication, crises management,

1. INTRODUCTION

One fundamental definition of the crises communication in the department of public relationship is: a certain institution that efforts to mitigate the damage of certain company. How to renew one rusty iron sheet? There are three ways: scraping out the rusty part, gilding the surface, and utilizing the acid solution to neutralize the bad section. Once the company or a person is entangled with rumors or scandals, which effect their authority or store market, the crises public relationship is needed.

In general, the most directly efficient but risky solution is to "scrap" everything out—deny all the relevant things that may have negative influence on the firm or single individual. Individual has to take a steep risk to do so, once fail, never back. The United Airlines Company completely showed one typical crises disaster for the public. On 9th, April, The United Airlines randomly chose four passengers to get off of one overbooked flight. Passenger David

Dao refused to give up his seat. Then He was mightily dragged off by the flight security. David was beaten at least his mouth. Once the video was published on the Twitter, the Unite was complained by tremendous citizens:

JohnK: @united You busted at least his lip, who knows what other damage your have done!

However, the United replied in a very passive and authorized way: We prioritize the safety of each individual. One is looking into it as we speak.^AD

On April 11, the CEO of United, Munoz, published one extremely understated apology letter: "This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these costumers. Our team is moving with a sense of urgency to work with authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve his situation." This callous wording of "re-accommodate" infuriate citizens a lot. The United aims to deny the whole events of dragging customers off the flight. However the public doesn't pay for it. The whole company's stock dive ripped out roughly in \$255 millions in the airline markets.

Audiences' mind Gilding the surface of one scandal is difficult, but not impossible. Admitting the mistake and then apologize is gradually common in modern society. Like always, the individual who apologized toward media must prepare for standing in the center of storm. Typically, it is audiences' free will to accept the apology or refuse it. Based on the words of apology, one individual can create more credit in front of the public. On 22, August, 2011, the Haidilao Hot pot restaurant in Shanghai was exposed of bone meal blending, un-sterilized tableware, weak furniture, and worker's slyly-eating problems. Haidilao is one of the traditional restaurant for Shanghai people, as the hot pot is pretty famous. Once the news was published on the internet, the rage of Shanghai people could not stop easily. The whole thing was reposted more than 3000 times and commented over 2000 times. The official account of Haidilao posted the "Explanation to Media Reports", using authentic words to admit every thing that were exposed, apologize frankly toward media, appreciate for the supervision, and partially clarify the bone meal blending. The response of the letter is positive:

the letter was reposted 1809 times, comment 690, customers accept the attitude and apology basically. On the 16:18 at the same day, the Haidilao official website and Weibo posted < Notes on Haidilao's food additives publicity>, 12:00 on next day, one "Haidilao's notes on public concerned issues". The whole Haidilao was asking for the understanding and forgive by exhibiting the "truth." Citizens are tough sometimes, but they are also pliable and easy to be manipulated. Almost 2/3 of the consumers state that they can forgive the Haidilao and know that this exposed emergency was just one unintentional management lapse. This case of crises RP is appreciated because it precisely coincide the 5S Theory:

A. Shoulder the matter: After the scandal was exposed, Zhang Yong, the CEO of Haidilao announced that their management department is the one to be blamed instead of employees in the restaurant. By directly pointed the mistake, the good impression was delivered.

B. Sincerity: The official account and website published 4 letters to explain, instruct, and apologize. This shows their attitude to audience and the public. The board in the company stand out to apologize, indicates the company attaches great importance to clients. Moreover, the company didn't avoid any mistakes or and problems and communicate with media and camera actively, showing their determination to solve the emergency.

C. Speed: The day the scandal exploded, company deal with it immediately— two apologizing letter was published, another two showed up next day.

D. System: After the emergency happened, the company dispatched several clinic psychological consultant for their employees, who were attacked by either physical or linguistic attack.

E. Standard: In order to response the to the suspect toward health standard, company asked the scientific authority to justify that the bone meal is completely needless of worry.

Therefore, Attitude is the deciding point while having the game theory toward public. Audiences are not fool, but they also cannot count as wise. Having good attitude references the half of the success already.

2. THE PSYCHOLOGICAL MEANS USED ON AUDIENCE

Humans are covered by tons of cognitive bias which trigger the irrational behavior. The Halo Effect, which means the overall impression of certain subject, effects observers' thoughts and views toward the properties of it, is the most typical cognitive bias in humans' minds. The concept of Halo effect was first published by one American psychologist, Edward Thorndike, in the article of "A Constant Error in Psychological Rating." People are susceptible under

this Post Truth Era while continuing influenced by Halo Effect. A company which shows humble attitude, sincerely apology, and frank language in front of the media tends to please audience a lot. People may be much more easy to listen to its saying no matter what the truth is.

Being effected by the nurture environments and cultures, one called Experience Effect contributes a lot on the forming of certain concept and following behavior of audiences. People tend to buy things in big shopping mall because they think products there are away more good than tiny little grocery. However, the truth is, the majority of supermarkets purchase goods from those little store in low price and resell them in high price. The same as shopping mall example, audiences are always constrained by their own fixed box and cannot find a way out. The only thing communication department should do is set the fire in side the box and never across the line. Since people can be raged easily while facing "uncommon" things.

3. THE ANALYSIS TOWARD CURRENT SITUATION OF CRISES COMMUNICATION IN CHINESE MARKET

The concept of public relationship has already been imported in China for twenty years. According to the data analysis from National Bureau of Statistic of the People's Republic of China, the annual growth rate in the market of public relationship exceeded 30%, earning turnover roughly about three thousand million RMB. As a developing country, China's three main economic zones have increasing demand of labor in that field, particularly the crises communication. Even though the field of public relationship sets in China lately, the future is lucrative. Chinese government has gradually understand the importance of crises communication while dealing with some tough problems. The most markable evidence is the addition of crises communication workers in the government. Moreover, frequent cooperation with abroad companies also provides an opportunity for Chinese communicational market growth, especially some brand management and cross border M&A. "Never a failure, always a lesson," the market of China is trying to fortify itself. One significant factor for the increase of the need in crises communication is the increase of citizen's educational level, improvement of human morality, and the speed up technology.

Currently, the crises communication mainly concentrates on some developed cities, such as Beijing, Shanghai, and Shenzhen, which means the more the city developed, the more the public relationship needed. This tendency implies that for fifty years in the future, the apply for crises communication may cover all over the country.

Keeping up with the pace of We-Weida, on-line crises dispose is the core service now. In fact, in the real world, crises communication usually combined with fields of marketing and advertising. The advertising and marketing field in the whole economic environment have a static improvement. Hence, the developing of public relationship, concentrating of crises communication, has a promising future in China.

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