**CRISIS COMMUNICATION CHARACTERISTICS IN AVIATION INDUSTRY**

**ABSTRACT**

The article presents a rather specific topic in an even more specific industry. Crisis communication is critical for all industries, but for aviation it is of the utmost importance. Similar to other professions, it is often quite neglected, and if it does exist, it is only there to meet the specific requirements of various inspections. Crisis communication will not prevent a crisis, but it can greatly affect it, that is, change its course in a positive or negative direction. For this reason, the article provides insight into good practices and negative examples, as well as the core of what it takes to implement a crisis communication system, i.e. a quality crisis communication plan.

**Keywords:** crisis communication plan, plane crash, crisis management, flight safety, operator