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RESPONSIBILITY AND TRUST IN THE MEDIA CRISIS COMMUNICATION

Abstract

In 2020 the World Health Organization declared the global pandemic and thus the greatest crisis in the last decades. Crisis is, first of all, danger, risk, and then opportunity. Every crisis is a permanent challenge for human intelligence and existence, and therefore anthropological constant. A question about crisis is also a question about a human. Crisis is also the media constant and source of the permanent media interest. There is no unique view of defining crisis. From crisis definitions we point out: lack of planning, undesirability, searching for answers and vulnerability. The two latter terms also contain the opportunity for successful media crisis communication. There arises a question: "Can media change crisis and neutralize its possible harmful effects through the concepts of responsibility and trust?" From the ethical point of view crisis invites us to think intensively about the human that media bring us closer in the time of social distance.

Keywords: crisis; human; media; responsibility; trust