

# COMMUNICATION OF THE GOVERNMENT OF THE FEDERATION OF BOSNIA AND HERZEGOVINA DURING THE COVID-19 PANDEMIC

## ABSTRACT

The objectives of this research are to determine how the Government of the Federation of Bosnia and Herzegovina communicated with the public during the COVID-19 pandemic in the period from March to the end of May 2020, to determine which communication channels the Government of the Federation of Bosnia and Herzegovina uses and whether there is a crisis communication plan. Furthermore, it aims to determine whether the Government of the Federation of Bosnia and Herzegovina introduced censorship during the COVID-19 pandemic, how it informed the public, and whether officials used manipulation techniques during external communication. Using research methods in this paper, we will determine whether the Government of the Federation of BiH has a communication strategy, whether it is effective in communication and how much attention it pays to communicate with the public. The scientific goal of this paper is the theoretical description of external communication with special emphasis on communication in the Government of the Federation of BiH and communication channels and tools used by this institution, especially in crisis situations such as the COVID-19 pandemic. In the theoretical part of the research, we investigated the ways and models of communication of the Government of the Federation of BiH during the COVID-19 pandemic, as well as whether the Government introduced censorship during communication with the public and used techniques for manipulating and framing certain information. In the research chapter, we analyzed the results of the survey, which we conducted to analyze the manner and model of communication with the public of the Government of the Federation of BiH during the pandemic COVID-19, we verified the theoretical aspect of the research. The results of the research show that the Government of the Federation of Bosnia and Herzegovina introduced censorship, communicated unprofessionally and superficially with the public during the COVID-19 pandemic and that it also used manipulation techniques during communication.

**Keywords:** Government of the Federation of BiH; crisis communication; pandemic; censorship; manipulation.