

# situational crisis communication theory

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## **Situational crisis communication theory - Wikipedia**

Situational Crisis Communication Theory (SCCT), is a theory in the field of crisis communication. It suggests that crisis managers should match strategic crisis responses to the level of crisis responsibility and reputational threat posed by a crisis. [1]

## **Situational Crisis Communication Theory (SCCT) - 1Library**

SCCT suggests three factors that influence the reputational threat that comes from an organisational crisis: the initial crisis responsibility, the crisis history and the organisation's prior relational reputation.

## **Situational Crisis Communication Theory - sk.sagepub.com**

Situational crisis communication theory (SCCT) uses attributions of the organization's responsibility for a crisis to prescribe the crisis response strategies that should maximize the protection of the organization's reputation.

## **Situational Crisis Communication Theory (SCCT) | Crisis Management ...**

Situational Crisis Communication Theory (SCCT) is a key framework for managing organizational crises. It categorizes crises based on responsibility, guiding appropriate responses.

## **Situational Crisis Communication Theory**

Prior to Coombs' studies, scholars had little to no scientific evidence on which to evaluate crisis communications. Coombs also continued to study crisis coms post-2007 to refine SCCT.

## **Beyond the snapshot: Rethinking crisis communication theories in ...**

Within the domain of crisis communication, the Situational Crisis Communication Theory (SCCT) is a well-known framework developed by Coombs, 1995, Coombs, 2007. The theory has been regarded as one of the dominant theories in crisis communication research (Avery et al., 2010).

## **Situational Crisis Communication Theory (SCCT) Explained**

Situational Crisis Communication Theory (SCCT) is a strategic communication model developed by Dr. W. Timothy Coombs that helps organizations determine the most effective way to respond to crises based on their nature, cause, and perceived responsibility.

# **Situational Crisis Communication Theory | 12 | A Primer for Crisis Com**

This chapter explains situational crisis communication theory (SCCT), a theory explaining how to manage crises by matching communication strategies to the type of crisis.

## **Situational Crisis Communication Theory (SCCT) Review**

The purpose of the article is to review and analyze the Situational Crisis Communication Theory (SCCT) as discussed by Timothy Coombs. The theory provides an evidence-based framework for understanding how to maximize the reputational protection afforded by post-crisis communication.

### **5. Situational crisis communication theory: Influences, p...**

Situational crisis communication theory (SCCT) is a cognitive-based, prescriptive theory designed specifically to explain the use of optimal and sub-optimal crisis responses during organizational crises.