

The Palgrave Handbook of Language and Crisis Communication in Sub-Saharan Africa

Ernest Jakaza, Hugh Mangeya and Isaac Mhute

About this book

This handbook provides a detailed and sustained examination of the scope, purpose and practical application of crisis and disaster management communication in this critical region of the African continent, sub-Saharan Africa (SSA). The volume lays the foundation that enables a nuanced appreciation of two significant issues. The first pertains to SSA's vulnerability to both natural and man-made phenomena. Secondly, it argues that communication plays a critical role in so far as the identification, social construction, raising awareness, preparation, mitigation and eradication of crises and disasters in the region. Communication plays a critical role in potentially reducing the impacts of crises and disasters before their occurrence. This handbook is a key resource for academics, students and practitioners in areas such as political communication, media communication, language and communication, brand communication, social/digital media communication, and crisis communication, among others.

Keywords: social media, political crisis, brand communication, reputation management, Zulu, rhetoric, linguistic strategies, Discourse Analysis, multimodality