

## **Reflections on Language and Crisis Communication in Sub-Saharan Africa and Its Futures**

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### **Abstract**

The focus of this chapter is to conclude this multi-authored book. It highlights some of the key aspects raised in the chapters. It, among other things, demonstrates how the book stresses the importance of strategic communication in addressing crises and disaster management as it relates to political, economic, socio-cultural aspects and the media in the Sub-Saharan African region. The chapter also highlights some of the typical case studies from the region which have been presented by the book to emphasise the importance of effective communication to crises and disaster management within the region in question. The chapter concludes by dwelling on the future of crises and disaster management communication with the same motive of recommending the need for organisations to consider strategic communication as the perfect key to appropriate crises and disaster management.