

A STUDY OF THE CRISIS IMAGE IN THE TECHNOLOGICAL AND INFORMATIONAL SOCIETY

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Rezumat. Deosebit de importantă pentru orice organizație, analiza crizei de imagine presupune acțiuni și strategii viabile de gestionare a crizei și de reducere, pe cât posibil, a consecințelor ei negative. Managementul crizei are loc în toate etapele de derulare a acesteia și se rezumă în: identificarea și evaluarea cauzelor producerii crizei; studierea atentă a fiecărei faze (perioade) și stabilirea concluziilor cu privire la rolul și implicarea actorilor; analiza rezultatelor acțiunii mijloacelor de comunicare în masă, a modificărilor produse de criză. Drept finalitate a acestei comunicări, apreciem că elaborarea unei Strategii de combatere a atacurilor la adresa imaginii țării în societatea informațională este o necesitate indiscutabilă.

Abstract. Extremely important for any organization, the study of the image crisis requires viable actions and strategies for the crisis management and for the decrease in as much as possible of its negative consequences. The crisis management occurs in all its stages of development and consists in: identification and assessment of the causes leading to the generation of the crisis; careful analysis of each stage and definition of the conclusions regarding the role and implication of the actors; study of the results of the mass media action and of the modifications generated by the crisis. As a finality of this communication we consider that the drawing up of a Strategy for counteracting the attacks to the image of our country in the informational society is a must.

Key words: globalization, crisis, image, information, contradiction, communication

1. Identification and assessment of the stages (phases) of the crisis

The study of the image crisis implies a number of activities which make possible pertinent conclusions and viable management strategies. The main elements of the study are:

- a) identification and assessment of the stages (phases) of the crisis;
- b) careful study of each stage (phase) and drawing of conclusions

regarding:

- the role of the main events;
 - the actors' involvement;
 - the role and implication of the structures;
 - the role and consequences of the differences;
 - the role and consequences of the oppositions and contradictions;
- c) study of the role and involvement of the media;
 - d) study of the crisis consequences:

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