

ICEMC 2021
International Conference on Emerging Media & Communication
AN OVERVIEW ON STRATEGIC COMMUNICATION TO HANDLE PANDEMIC: HEALTH
COMMUNICATION CRISIS COVID 19

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Abstract

Health communication research has experienced a rapid growth in recent years worldwide. Communication is a significant element especially providing effective response between governments, health care professionals, scientists, the media, as well as the public during this COVID-19 pandemic outbreak. Truthful and strong health communication can enable how people handle insecurity and fear, encourage and undertake faithfulness to essential behavior change, and meet persons' fear and nurture anticipation in the face of a crisis. As coronavirus massively spread on a global scale, there are countries and public that are not aware on the reliable information about the pandemic. Ineffective communication has caused high rates of infection, health threat, suffering and deaths. In this pandemic situation, there are some critical challenges faced by the governments due to ineffective communication with the public. This article reviews the role of strategic communication in responding and reacting to the pandemic.

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Keywords: Health, communication, pandemic, strategic, crisis, communication