The analysis should be a CRITICAL one on the basis of the appropriate THEORIES. The RECOMMENDATIONS must be made on how the company could have improved their performance if they were to handle the same scenario again and how the outcomes could have been positively affected.

!WHAT HAS TO BE CONSIDERED:

· theory, the sequence of events in the crisis (only briefly) (public relations, corporate communications, crisis and marketing theories)

· how the crisis evolved

· identify the key stakeholders and their communication (messages) during the crisis

· analyse the communications strategies adopted by the organisation

· analyse the impact of the crisis on the company’s reputation

· discuss the role of traditional and social media in the issue/crisis.

· conclusion and recommendations (please see the beginning).

\*What the company has done to overcome the crisis. What is the answer it gave on social media. What the company has done for the victims. How people reacted to these actions.

1) From 2600 to 2750 words.

2) Harvard style referencing. The academic literature is a MUST. It is very preferable with doi number, which must be indicated in the list of references. The page numbers in in-text references are required. It would be super to use the latest literature. The more sources the better.

3) The work should not be descriptive but analytical. It is very important for me to make the work very interesting to read.

P.S. perfect academic source with doi number

https://www.researchgate.net/publication/327382127\_Tragedy\_on\_Southwest\_Flight\_1380\_A\_crisis\_response\_analysis