

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES**

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**MASTER OF ARTS IN STRATEGIC COMMUNICATION**

**MAIN PAPER**

**MSC123: RISK AND CRISIS COMMUNICATION**

**INTAKE 1: FIRST YEAR SECOND SEMESTER**

**TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer any **two** questions.
2. All questions carry equal marks.

**Question 1**

Analyse the three phases of the crisis communication life cycle.

**Question 2**

Discuss the ethical issues that may emerge when communicating about risk.

**Question 3**

Explore any crisis event that occurred either locally or globally, elaborating on the communication strategies adopted to handle the situation.

**Question 4**

Assess the role of social media in risk and crisis communication.

**Question 5**

Evaluate the effects of uncertainty upon the construction and efficacy of risk messages.

**END**