

學術對談

## 危機傳播管理的前世今生：經典危機溝通理論的再思考

對談人：蒂莫西·庫姆斯、黃懿慧

翻譯：付涵



蒂莫西·庫姆斯教授  
(Prof. W. Timothy Coombs)

「在危機溝通與管理的範疇中，我看到了兩個充滿潛力的新領域。其一是行為經濟學，因為它有助於解釋為什麼管理者經常不遵循危機傳播研究提供的建議。當組織不遵循研究人員提供的『處方』時，我們不應該感到驚訝，那是因為有多種因素會阻礙建議被採用；注重避免損失的行為經濟學是一個奇妙的解釋工具。其次則是公共衛生危機研究，此領域結合健康傳播和風險溝通，產製了許多豐富的知識。」

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黃懿慧，香港城市大學傳播與媒體講座教授、香港中文大學新聞與傳播學院教授。研究興趣：公共關係管理、危機管理、衝突與談判、跨文化傳播與關係研究。電郵：[yhuang@cuhk.edu.hk](mailto:yhuang@cuhk.edu.hk)

## Revisiting the Situational Crisis Communication Theory

Discussants: W. Timothy COOMBS, Yi-Hui Christine HUANG

Translator: Han FU

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### Abstract

W. Timothy Coombs is an outstanding communication scholar with a particular focus on crisis communication. His work was instrumental in developing Situational Crisis Communication Theory (SCCT), which is one of the most widely accepted theories in the field of crisis communication. In this interview, Professor Coombs first shares how he applied attribution theory and the concept of perceived responsibility in crisis communication studies. He then argues that the social media era calls for a variety of media forms and content. He stresses the importance of ethical base response for crisis communication in different cultural contexts. He also explicates the research on paracrisis and stresses the importance of cross-disciplinary crisis communication research with other fields (e.g. management theory, behavioral economics, health communication, risk communication). Finally, Professor Coombs points out that there is still much for researchers to contribute to crisis communication studies. He encourages further exploration of crisis response strategy's

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Yi-Hui Christine HUANG (Chair Professor of Communication and Media). City University of Hong Kong. (Professor). School of Journalism and Communication, The Chinese University of Hong Kong. Research interests: public relations management, crisis management, conflict and negotiation, intercultural communication, and relationship studies.

operationalization. According to Coombs, researchers should not focus merely on theory but should keep track of the crisis communications profession as well.

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