



# International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 02-02-2021; Accepted: 17-03-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 2; March-April 2021; Page No. 29-31

## Social media and the crisis management

Dr. Alexei Borisov <sup>1</sup>, Ivana Marinova <sup>2</sup>

<sup>1</sup> Professor, Faculty of Education, Sofia University St. Kliment Ohridski, Sofia, Bulgaria

<sup>2</sup> Lecture, Faculty of Education, Sofia University St. Kliment Ohridski, Sofia, Bulgaria

Corresponding Author: Dr. Alexei Borisov

### Abstract

The media are linked to the democratic system of the country. Through these, political information is provided to voters, with the general public supporting its choices in SME's information material. At the identical time, the identification of social problems may be achieved through

these and is a key tool to handle these. Also, the media is seen as preserving democracy, as various mistakes and injustices and injustices come from the present power. Consequently, SMEs operate at specific levels and standards, as defined by democratic society.

**Keywords:** media, management, democratic

### Introduction

The media serve specific democratic functions. An example of those is also that they're monitoring social and economic developments, identifying topical issues, giving and triggering debates on various attitudes and positions, controlling the way during which power is exercised, helping to supply citizens with an incentive to learn, their choice and involvement in political issues, they're a basic resistance to the efforts of diverse interests that undermine the independence of citizens. However, the worrying case is that SMEs don't guarantee and don't properly and properly serve these functions of democracy. Accordingly, with people who criticize the democratic spirit of the media, SMEs operate purely commercially and are controlled to a specific extent or often by multinational corporations, in order that they have come to the alternative of democratic power by supporting the govt. There is a failure of the risks of reporting injustice and industry. An example is that the proven fact that issues associated with public health are often neglected and pose a public health risk to citizens. An example is that the report and therefore the update of the smoking habit. This can be because of companies that are sponsors of SMEs which prohibit this kind of promotion. it's also worrying that alternatives are being put in situ rather than information on the health risk posed by smoking. Thus, in essence, SMEs are conspiring with industry effectively, with the final word goal of removing many billions of dollars annually from consumers.

### Methodology

The study was supported a descriptive bibliography research design. Suppo\$rted the creation of the topic, was developed on the feasibility of successful communication through the time of crisis on the education system. Consumers' interests are, however, not guarded. The bulk of states still have mass media for this purpose. Of note, a big proportion of analysts assume that SMEs are, in reality, influencing and not covering market desires.

### Crisis management by SMEs

Particular importance and priority should lean to SME management. After they manage SMEs effectively, they will distract positive criticism of a critical event from the general public about the emergence of the critical situation and about how a company manages the critical situation. However, there are stereotypes and prejudices about journalists. The attitude and position that journalists, no matter their personal effort and their ability to manage SMEs adequately and effectively, are therefore the results of their work isn't always desirable. Particularly, there's the impression that the work of journalists isn't always objective. it's a indisputable fact that there's no SME management strategy that may take care of success, but the journalistic manipulation can limit the conflicts, misinterpretations and therefore the image of the organization that may have it after the outbreak of the crisis.

Crisis managers and journalists may collide because managers feel they need no appreciation of their efforts to resolve the critical situation while they feel they're being criticized by journalists and their efforts are underestimated. Journalists are coping with a critical fact of distorting it, aiming at increasing viewing, keeping an objective position within the things they present and in fact serving their personal interests.

### The influence of SMEs

Numerous theories explore the question of the influence of consumer behavior on the media because it is studied below:

- The availability of data by SMEs outweighs the human possibilities of data retention. so as to save lots of scientific discipline by the media, people choose their reading, listening and listening content supported their needs and preferences and interests (cognitive processing)
- SMEs don't have the capacity and capacity of the content of people's thinking, but they need the power to influence the way people think (regulation of the agenda)
- SMEs have the power to influence the candidates' crisis criteria for candidates within the elections, as they need the ability to show human attention to specific issues and aversion to other issues. An example is President Bush of the us, where his support was limited in 1992 because the interest of the media turned to the projection of the economic recession and to not the Gulf War,

### Conclusions

This information stems from the audience itself through the interview process, so everybody reports on his experience how he lived and felt a happening and describes it accordingly. However, these interviews push SMEs into conflict with crisis managers, as they supply a secure and honest picture of what they're describing. The conflict is, of course, because of the very fact that, additionally to their personal experience of the event, the emotional reactions of the general public, their subjective judgment, etc. are recorded. The story to be shown by the media is chosen and shaped in step with some conditions to be met, which are:

- History should be intense and dramatic to broadcast
- History should touch and relate to private stories, intimate experiences and experiences of the general public who will follow it
- History should be unpredictable and weird
- Depends on whether history has been re-introduced within the past

### References

1. Kalogiannidis S, Chatzitheodoridis F. Impact of Covid-19 in the European Start-ups Business and the Idea to Re-energise the Economy. *International Journal of Financial Research*. 2021; 12(2):56-61. doi:10.5430/ijfr.v12n2p55.
2. Kalogiannidis S. Role of Revenue Mobilisation in the Growth and Development of Economy: A Case Analysis of Greece. *Research in World Economy*. 2021; 12(2):63-76. doi:10.5430/rwe.v12n2p63
3. Kalogiannidis S. The Effects of Total Quality Management Practices and Marketing on Performance of SMEs. A Case of Selected Manufacturing Industries, Greece. *Business Management and Strategy* ISSN 2157-6068. 2021; 12(1):48-62, doi:10.5296/bms.v12i1.17995
4. Kalogiannidis S, Papaevangelou O. Impact of Business Communication on the Performance of Adult Trainees. *International Journal of Academic Research in Progressive Education and Development*. 2020; 9(3):213-222. DOI:10.6007/IJARPED/v9-i3/8154
5. Kalogiannidis S, Melfou K, Papaevangelou O. Global Marketing Strategic Approaches on Multi National Companies Product Development. *International Journal of Scientific Research and Management*. 2020; 8(12):2084-2090. <https://doi.org/10.18535/ijerm/v8i12.em08>
6. Kalogiannidis S, Mavratzas S. Impact of marketing mix strategies effective product development issues in MNCs/Retail. *International Journal of Business Marketing and Management (IJBMM)*. 2020; 5(12):118-125 ISSN: 2456-4559. [www.ijbmm.com](http://www.ijbmm.com) <http://www.ijbmm.com/paper/Dec2020/8340436187.pdf>
7. Kalogiannidis S Covid Impact on Small Business. *International Journal of Social Science and Economics Invention*. 2020; 6(12):387-391. <https://doi.org/10.23958/ijsssei/vol06-i12/257> <http://ijsssei.in/index.php/ijsssei/article/view/257>
8. Kalogiannidis S, Melfou K. Issues and Opportunities for Agriculture Sector During Global Pandemic. *International Journal of Economics, Business and Management Research*. 2020; 4(12):204-211 ISSN: 2456-7760. <http://ijebmr.com/link/659>
9. Stavros Kalogiannidis. Impact of Plant Closures on Urban and Regional Communities: A Case Study of South Australian Gas Industry and its Workers, *International Journal of Economics and Business Administration*. 2020; 8(4):994-1010. DOI: 10.35808/ijeba/645 <https://www.ijeba.com/journal/645>
10. Kalogiannidis S. Economic Cooperative Models: Agricultural Cooperatives in Greece and the Need to Modernize their Operation for the Sustainable Development of Local Societies. *International Journal of Academic Research in Business and Social Sciences*. 2020; 10(11):452-468. DOI:10.6007/IJARBSS/v10-i11/8035 <https://hrmars.com/papers/detail/IJARBSS/8035>
11. Kalogiannidis S, Chatzitheodoridis F, Kontsas S. An Eclectic Discussion of the Effects of COVID-19 Pandemic on the World Economy During the First Stage of the Spread. *International Journal of Financial Research*. 2020; 11(6):137-153. DOI:10.5430/ijfr.v11n6p137 <http://www.sciedu.ca/journal/index.php/ijfr/article/view/18624>
12. Kalogiannidis S. Impact of Effective Business Communication on Employee Performance. *European Journal of Business and Management Research*. 2020; 5:6. <https://doi.org/10.24018/ejbmr.2020.5.6.631> <https://www.ejbmr.org/index.php/ejbmr/article/view/631>
13. Kalogiannidis Stavros. The role of media in disaster and crisis management: Dissertation resume for educational and scientific assignment doctoral degree in professional field: 3.5. Public communications and Information science (Crisis Management – Electronic and Social Media). PhD thesis, New Bulgarian University, 2018. <http://eprints.nbu.bg/4058/1/RESUME%20KALOGIA%20NNIDIS%20NBU%202018.pdf>

14. Kalogiannidis S. The Role of Media in Disaster and Emergency Communication Models - Годишник на департамент" Масови комуникации, 2017, 195-202. [http://ebox.nbu.bg/mascom18/view\\_lesson.php?id=15](http://ebox.nbu.bg/mascom18/view_lesson.php?id=15)
15. Kalogiannidis S. The Role of media during a crisis Radio: The parameter of Analog broadcasting VS Digital broadcasting - Годишник на департамент Масови комуникации. 2015; 20(1):303-324 <https://www.cceol.com/search/article-detail?id=425953>
16. Papaevangelou O. A short communication of the role of media in disaster management Education system. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 2(1):390-392. ISSN: 2582 - 7138. <https://www.allmultidisciplinaryjournal.com/archivesarticle/2021.v2.i1.141.pdf>
17. Papaevangelou O. A Short Review on the Role of Social Media entities in Disaster Management System. Interdisciplinary Journal of Applied and Basics Subjects. 2021; 1(1):11-15 ISSN:
18. Papaevangelou O. Crisis management and theories in education. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 2(1):127-130. ISSN: 2582-7138. <https://www.allmultidisciplinaryjournal.com/archives/2021.v2.i1>
19. Becker J. Contributions by the Media to Crime Prevention and Conflict Settlement, Conflict and Communication online. 2004; 3:1-2.
20. Boehm BW. Software risk management: principles and practices, Browse Journals & Magazines. 1991; 8(1):32-41.
21. Markesin. Greece of the crises. A personal essay, Ed. Livanis, Athens, 2011.
22. Galtung J, Ruge M. Structuring and Selecting News' in Cohen S. and Young J. The Manufacture of News Constable. (You may also find it useful to consult the fuller version of this article in Tunstall J. ed., Media Sociology: A Reader, Constable. The classic framework, 1970-1981.
23. Kalogiannidis S. International business Communication - IT's and Telecommunication Tools. Amazon Independently published. ISBN 979-8710833551, 2021.