

Anti-crisis Communications in Legal Discourse in Terms of Ensuring Information Security

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Abstract

Mass media in the digital age are not only one of the most important elements of the information society but also a strategic resource for its development. Effectively implemented communication makes it possible to build connections not only between individuals, but also between social institutions and representatives of various generational groups of the mass audience, as well as ensure information security in a crisis period. At the same time, in the context of a constantly increasing amount of information flows, more and more often “a person loses the ability to independently think, analyze, and critically perceive information.” At the same time, “imposing” on the representatives of this or that society, through the content of multi-format mass media or active authors of social networks, a certain point of view on the problem becomes a completely realizable task. Thus, the main task of the study is to analyze the anti-crisis communications in legal discourse in terms of ensuring information security. As a result of the study, current trends and prerequisites of anti-crisis communications in legal discourse in terms of ensuring information security were revealed.

Keywords:

digitalization, mass media, anti-crisis communications, economy, information security.

1. Introduction

Understanding the mechanisms and causes of the onset of a large-scale crisis that has significantly affected the economy and security in the world puts on the agenda the task of developing and improving the mechanisms and tools of anti-crisis management. One of the effective tools of the AKU is the management of communications during a crisis. In the course of joint activities, people exchange various ideas, ideas, views, suggestions, knowledge, attitudes, i.e. there is a continuous process of information exchange, which we call communications.

It is on the basis of such an exchange that the manager receives the information necessary for making effective decisions and communicates the decisions made to the employees of the organization. Since the effectiveness of communications determines the quality of management decisions, the speed of their adoption and the conditions for their implementation, it is difficult to overestimate their importance in management, and in particular their importance for anti-crisis management, when the speed and accuracy of management decisions become decisive factors in overcoming threats and achieving organizational goals.

A crisis situation is a situation that, despite the use of effective and reasonable technologies, due to illiterate information flow management, can lead to serious consequences for both the organization itself and its image. At the same time, a well-organized communication process can significantly reduce the negative reaction from the consequences of the crisis, and even counteract it. Unfortunately, the concept of crisis defies simple definition. It is a complex phenomenon, consisting of many different facts and actors.

A crisis is a process that, under the effect of stimulating movement, leads to disruption of the organization. A crisis is characterized by a sudden inconsistency in a company's actions that temporarily limit the ability to understand, reason, negotiate, and control events, and that have effects that affect the organization's strategies, the behavior of its members, and other stakeholders. A crisis is a multifaceted phenomenon that manifests itself in unforeseen and wide-ranging characteristics, which develops and provokes destructive effects both within the

organization and in relation to society through the media.

Thus, the management of the system of anti-crisis communications management is the management of the flow of information of such serious events that have the potential to almost suddenly destroy or seriously damage the reputation of the organization. These may include: natural and man-made disasters, information leakage, legal problems, environmental problems, behavior of top management, inaccurate press reporting, and government actions. The technique of effective anti-crisis communications, aimed at interacting with internal and external audiences, used in these cases, comes down to the usual tools, such as: publications, news, speeches, and events for various interested groups.

Management crises in legal discourse are usually divided into:

- 1) crises of mismanagement that arise as a result of unintentional managerial errors;
- 2) crises of distorted management values that occur due to the fact that actors are guided by their own interests instead of public ones;
- 3) crises as a result of deception arising from the discovery of the provision of knowingly false information;
- 4) crises of misconduct of management arising from illegal, criminal behavior.

Digitalization is a priority direction in the development of modern society, but when it is put into practice, it is necessary not only to use digital technologies in various spheres of people's life, but also to radically change the ways of everyday, and not "on occasion" interaction between society and the state.

Mass media can become both the best assistant in overcoming a crisis situation, and a source or impetus for the escalation of the crisis, especially in the context of the election process, the existence of "jeans", and the instability of political campaigning. Moreover, mass media can become the main catalyst of most crises.

A crisis situation always becomes a top topic for the media and sets the agenda. It is the mass media during crisis situations that select, structure and disseminate information about the crisis and the actions of the state leadership. Thus, the media directly influence public opinion about the government and its ability to resolve crises.

Therefore, interaction with mass media is undoubtedly one of the most important components of effective anti-crisis communications. Quality organization of work with mass media can contribute to the formation of a less negative attitude of the public to errors and shortcomings that arise in the process of crisis measures, because the perception of a crisis by an outside observer depends entirely on what he hears, sees or reads about it.

2. Methodology

To achieve the goals set in the study, we applied the following methods: induction and deduction, comparison and systematization; synthesis and analysis; abstract-logical - for theoretical generalizations and conclusions of the study.

3. Research Results and Discussions

In the event of a crisis, an immediate response to press inquiries is required. Experts recommend the following principles on which communication with the media in crisis situations should be based:

- bad news to be reported first, not to let other sources get ahead in presenting disturbing facts;
- to be absolutely confident in the facts and statements being made public, not to submit unverified information; if it is not possible to provide information at the moment, explain the reasons and establish the timing and method of its provision;
- keep promises;
- do not distribute information "privately"

As for the dissemination of information in the media, in a crisis situation, personal mailings to media databases will help to achieve the goal. In such messages, it is advisable to include either the most important information, or to generate a letter with several news daily. A useful practice is the organization of a press pool - when it is unrealistic to physically bring all the media up to date, information is provided to the leading representatives of the three types of media - the press, radio and television. It is also possible to disseminate information through social networks by official officials or certain speakers [1-6].

It is important to take into account the fact that an effective anti-crisis plan should regulate not only

the general direction of action, but also the behavior of all its managers and specialists. Therefore, it is necessary to develop individual memos for them, in which their actions will be determined step by step. It should contain only the information that relates to this particular position. Its main task during the crisis is to facilitate the implementation of the general anti-crisis plan, as well as to clearly outline the competence and specific steps of each employee. It should be noted that in order to successfully overcome the crisis, it is not enough just to prepare an anti-crisis plan [7-9].

Effective anti-crisis planning is a formal, rational, systematic, and most importantly, permanent process. Therefore, it requires constant updating (at least once a year) of all necessary documents, journalistic databases and a list of the company's weak points, as well as measures to strengthen them. When we talk about the effective management of the anti-crisis communications system, we are not only talking about organizing the communication process itself, most of it is preparatory work, namely, understanding the situation, identifying key people, preparing action plans and mocking up various scenarios for the development of the situation. Mastering information is one of the main tools for effective anti-crisis communications. This means knowing the potential consequences of a crisis that has just begun. If, starting from the first minutes of the crisis, the organization can warn the surrounding people about the real risk, this will reduce the possible level of noise (rumors) and give the object a solid status.

To date, there are basic ways to implement anti-crisis communications in the context of the legal issue of ensuring information security (Table 1).

Table 1: The basic ways to implement anti-crisis communications in the context of the legal issue of ensuring information security

<i>N^o</i>	<i>The basic ways to implement anti-crisis communications</i>
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1	Build scenarios opposite to the expected ones
2	Exaggerate the obviousness, the impossibility of the situation and imagine scenarios that put the organization in a difficult position
3	Check key target audiences and assess the extent of the damage caused to them
4	Represent the intrusion of unexpected "actors" (sects, members of civil society)

A crisis refers to an event or series of events that adversely affects the product integrity, reputation or financial stability of the organization. The adverse effect is caused by the aggravation of contradictions in the organization, threatening its viability in the environment. The occurrence of a crisis is always accompanied by certain components (Table 2).

Table 2: The main elements of the crisis in the contexts of the use of anti-crisis communications

<i>Name of element</i>	<i>Meaning</i>
The cause of the crisis	The root problem, expressed in an event or phenomenon, as a result of which the symptoms and factors of the crisis appear
A symptom of a crisis	A key problem, the solution of which will only eliminate the visible effect of the crisis, but will not solve its root cause. It is an external manifestation of crisis phenomena
Crisis factor	An event or a fixed state of an object, or an established trend, indicating the onset of a crisis. The way out of a crisis situation is a sequence of actions to establish the causes of the crisis and to develop solutions to solve it, dictated by the characteristics of the organization, the crisis and the external conjuncture

In an escalating crisis, the anti-crisis communications management system should take the following actions:

- 1) provide information about the development of the crisis situation to all interested persons and organizations, including the media. The content component of the information should include information about the difficulties of the company and its problems;
- 2) apply effective means of communication to disseminate information in the external environment and within the organization itself;

3) ensure the use of a sufficient number of communication channels for requests for information from outside. The specificity of the anti-crisis communication campaign is inextricably linked not only with the characteristics of the external environment but also with the approach to solving problems within the enterprise. The response of an organization can range from defensive to adaptive. As a result of a combination of the characteristics of the management team and the position of the firm, one of the following crisis communication strategies can be used:

- 1) Attack on the accuser. The side that claims the existence of a crisis is accused of attacks that have nothing to do with the real situation of the organization;
- 2) Denial. Refutation of the existence of a crisis in the organization;
- 3) Apologies. The organization minimizes its responsibility for the crisis and states that the enterprise could not control the events that led to it;
- 4) Justification. The crisis is minimized by the statement that there is no major damage, no injury or disease;
- 5) Location search. Actions are taken to appease the public involved in the crisis by creating a situation in which the public will receive more significant positive incentives than the negative incentives of the crisis;
- 6) Corrective actions. Steps are being taken to repair the damage from the crisis and to prevent its recurrence;
- 7) Complete repentance. The organization accepts all responsibility and asks for forgiveness. Some compensation in the form of money or assistance is often attached. The use of a particular strategy is dictated by its expediency for further compensation for damage to reputation and restoration of the previous level of sales [10-12].

mining.
This implies that in practice, to successfully overcome the crisis, you need to have a pre-developed and well-thought-out anti-crisis action plan with a well-established scheme of internal communications (who warns whom and about what) and distributed responsibility (who does what and is responsible for what). The same applies to external communications (who, what, where and to whom reports). Only then will it be possible to quickly

switch to operational mode and take effective measures to overcome the crisis.

If we talk about anti-crisis communications at the enterprise level, then, first of all, to draw up and, if necessary, manage the implementation of an anti-crisis plan, an anti-crisis group (team) is created, which includes one of the most experienced managers of the company (firm) as a group leader, heads of leading departments. From among them, a speaker is appointed - an official representative who, in a crisis situation, will carry out external relations of the company. This should be a high-level manager competent in matters related to the crisis, or the head of the organization if he enjoys the trust and respect of the general public.

The main tasks of the anti-crisis team, without which it is impossible to build effective anti-crisis communications, is to analyze the company's activities, identify "bottlenecks" that can cause crisis situations, develop measures to prevent them, draw up an anti-crisis communication plan and bring its provisions to each employee in terms of his competence and terms of reference, conducting ongoing training to overcome possible critical situations [13-15].

The most important test for an organization comes when it faces a crisis. How it is managed during a crisis can affect how people perceive the organization for many years to come. Bad management can not only damage the reputation of an organization but also cause it huge financial losses. An effective crisis communication procedure allows the company's management to anticipate possible crises and make informed decisions about which ones and how to manage them.

Effective crisis communications can give an organization a lot, as it can give them more power over the things that matter to them. Because it is the analysis and assessment of what happened and the actions that were taken to correct it that help the organization determine:

- what actually happened
- to evaluate the measures that can be taken to avoid a repetition of the situation in the future and to understand how to improve the organization of communications during a crisis.

To do this, the members of the anti-crisis team, firstly, will need to evaluate the anti-crisis plan itself, all the actions that were taken by management and employees during the crisis, the effect of

communications made both with the media and with other stakeholders. At the same time, special attention should be paid to how far the planned, desired result turned out to be far from the real one, and if the difference turned out to be large, try to determine why this happened. Whether the reason was poor interaction with the media, late provision of information to internal and/or external audiences, poorly written texts, or an insufficient level of preparation of the speaker to represent the interests of the company.

Secondly, it is necessary to identify and eliminate the true causes that led the organization to the crisis. After all, without a solution to this issue, the crisis may repeat itself.

Thirdly, it is necessary to determine the extent and level of rumors that accompany the crisis. After all, his long presence in the information field of the company can be explained precisely by them. If they are not stopped in time, then the rumors can "surface" again after a while and cause new damage to the reputation and image of the company.

Fourth, it is necessary to understand what strategy and tactics to overcome the crisis are best used in the event of a similar crisis situation. He always learns better from his mistakes than from the most elaborate scenarios and advice from leading consultants. Adding new knowledge to your organization after the end of the crisis is the main task of the legal aspect of anti-crisis communication.

4. Conclusions

A crisis is a point of growth, demonstrating the company's lagging behind market realities. Understanding the essence of the crisis, its features, as well as the strategies of the communication campaign allows you to maximally level the harmful effects of the crisis and bring the organization to a successful competitive position.

The complex nature of the challenges and threats to information security in the political and information sphere in a crisis situation and the demand of society for a high level of publicity in politics requires an effective response and coordinated actions of public authorities in the event of a crisis. Possible threats and sources of crisis situations include military escalation, provocations, cyberattacks, the spread of fakes and manipulations in the information plane, socio-economic protest moods, and the struggle

(including manipulative) over the observance of the rights of participants in the electoral process. And although the most important principle of an anti-crisis program is to prevent crises and reduce the degree of risk, it is necessary to have well-thought-out anti-crisis strategies to promptly prevent the occurrence of possible negative consequences.

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