



The role of the media during a disaster

During and soon after the Colectiv crisis (fire in a Bucharest nightclub which cost many lives), the media took on several roles: reporting on what was happening, highlighting instances of social solidarity and acting as a watchdog to point out the abuses and irregularities which caused the fire. In its watchdog capacity, the media focused either on abuses committed by the club owners and local authorities, who were in charge with authorizing the functioning of the club or, much later and in far fewer cases, on mistakes committed by rescuers. Moreover, one has to mention that in the vast majority of articles analysed, the journalists did not assume an active voice but chose to convey their message through the choices to present specific material and to exclude others and through the choice of persons they covered.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

Types of Actors Concerned: [Media](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures. they can take to reduce vulnerability and better prepare themselves](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D8.2 "Report on the role of the media in disaster risk communication" \(page 153\)](#)

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