

ABSTRACT

CREACTIVE PROJECT: Designing a crisis communication plan for the Chinese Ministry of Railways.

STUDENT: Shengya Xiong

DEGREE: Master of Arts.

COLLEGE: College of Communication, Information, and Media.

DATE: Dec, 2013

Pages: 55

This project presents a crisis communication plan for the Chinese Ministry of Railways, as Wenzhou high-speed train crash incident is the background. The project includes a literature review about crisis, crisis stage, crisis management, and crisis communication in organization. The project also includes an analysis of Wenzhou high-speed train crash incident to explain its unsuccessful crisis communication which was used by the Chinese Ministry of Railways.

On 23 July, 2011, a critical accident involving two high-speed trains occurred. This Wenzhou high-speed train accident killed 35 people, and there were also 190 people injured. The crash occurred because a lightning strike cut the power of one train which was later hit by the following train.

By conducting the previous research, the researcher designed a crisis communication plan for the Chinese Ministry of Railways to use when addressing crisis situation.