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The Role of Press Conferences as a Communication Activity for Public Relations in Managing Corona Crisis: The Kingdom of Bahrain as a Model

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Abstract

This study aims to identify the role played by press conferences as a communication activity for public relations in managing the national campaign to combat the Coronavirus (Covid-19). This study is a descriptive-analytical study, the researcher relied on the purposive sample to obtain information from the study community, which is the press conferences of the National Medical Team to Address Corona Virus (Covid-19) from February 26 to December 30, 2020. The researcher relied on a content analysis tool for a deliberate sample of 30 press conferences on the Bahraini Ministry of Health website, and the researcher also relied on the theory of media frameworks analysis.

The study reached a set of results:

1. The most important reasons for the spread of the Coronavirus in the Kingdom of Bahrain in the year 2020 was non-compliance with the precautionary procedures, at a percentage of (60.7%).
2. The communication messages related to (daily statistics) and (absorptive capacity) came in the first place with an equal percentage of (31.3%).
3. The (infographic) came first (51%) among the highlighting methods used in press conferences.
4. Most of the speakers at press conferences represent (Ministry of Health) with (66.7%), followed by (Ministry of Industry, Trade and Tourism) with (13.3%).

Keywords: Crisis Communication, Covid-19-Government Communication, Official Spokesperson, Health Media.