

# COMMUNICATIONS AND NEW MEDIA PROGRAMME

FACULTY OF ARTS AND SOCIAL SCIENCES



## A Cross-cultural Investigation on Crisis Communication Discourse: A Case of One-Two-Go Airlines

A Talk by Dr. Suwichit Chaidaroon  
University of Sydney

CNM Playroom, AS6 #03-38  
Faculty of Arts and Social Sciences, NUS  
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While crisis communication theories originated in the West may be useful in helping organizations deal with crises, it is questionable if Western crisis communication theories really work in other cultural contexts.

Based on a case study, this presentation investigates how One-Two-Go, a budget airline in Thailand, communicated with media and the affected stakeholders during its 2007 airplane crash in Phuket. Through an analysis of media reports, the presentation will address discourse strategies this airline employed during their crisis as well as an interpretation of cultural influences on those discourse strategies given that Thailand has its own cultural uniqueness. Implications for teaching and researching crisis and corporate communication will also be discussed.

### About the Speaker:

Suwichit (Sean) Chaidaroon is a faculty member in the Department of Media and Communications, The University of Sydney. He teaches crisis communication, organizational communication, and media relations in the Master of Strategic Public Relations program. He earned his Ph.D. in organizational communication from the University of Memphis in 2005 and taught at California State University, San Bernardino before moving to Australia. His research focuses on the impact of culture on crisis communication through cases from countries in Southeast Asia.