

A Scoping Review of Political Leaders' COVID-19 Communication Strategies in Highly Infected Countries

Magde Kisa*

Department of Information Science and Media Studies, University of Bergen, Fosswinckels gate 6, 5007 Bergen, Norway

Abstract

The COVID-19 pandemic has posed unprecedented challenges to governments worldwide, requiring effective communication strategies to mitigate the spread of the virus and its impact on public health. This scoping review aims to examine the communication strategies adopted by political leaders in highly infected countries during the COVID-19 pandemic. By synthesizing existing literature, this review seeks to identify key themes and strategies employed by political leaders to communicate critical information to the public, manage public perceptions, and promote adherence to public health guidelines. The COVID-19 pandemic has posed unprecedented challenges for political leaders worldwide, requiring effective communication strategies to manage the crisis. This scoping review examines the communication strategies employed by political leaders in highly infected countries during the COVID-19 pandemic. The review aims to identify key themes, strategies, and challenges in political communication during the pandemic, highlighting the importance of clear, transparent, and science-based messaging in combating the spread of the virus.

Keywords: Political leaders • Strategies • Social media

Introduction

Effective communication is essential in managing public health crises such as the COVID-19 pandemic. Political leaders play a crucial role in disseminating accurate information, building public trust, and mobilizing collective action. Understanding the communication strategies employed by political leaders in highly infected countries can provide valuable insights into best practices and lessons learned for future pandemics and public health emergencies. A scoping review methodology was employed to identify relevant literature on political leaders' COVID-19 communication strategies in highly infected countries. Electronic databases, including PubMed, Scopus, and Web of Science, were searched using relevant keywords. Inclusion criteria were studies published in English, focusing on political leaders' communication strategies during the COVID-19 pandemic in countries with high infection rates [1,2].

Literature Review

The scoping review identified several key themes and strategies employed by political leaders in highly infected countries during the COVID-19 pandemic. These included the use of regular press briefings and media appearances to provide updates and guidance, the use of social media platforms to reach a wider audience, and the use of empathy and compassion in communication to reassure the public and build trust. A scoping review methodology was employed to map the existing literature on political leaders' communication strategies during the COVID-19 pandemic. A systematic search of electronic databases, including PubMed, Scopus, and Web of Science, was conducted to identify relevant studies published between January 2020 and March 2022.

**Address for Correspondence:* Magde Kisa, Department of Information Science and Media Studies, University of Bergen, Fosswinckels gate 6, 5007 Bergen, Norway, E-mail: magdek@gmail.com

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The search terms included "COVID-19," "coronavirus," "political leaders," "communication strategies," and "infected countries." [3,4].

Discussion

The findings of this scoping review highlight the importance of effective communication in managing public health crises. Political leaders in highly infected countries have employed a range of strategies to communicate with the public and promote adherence to public health guidelines. However, challenges remain, including the spread of misinformation and the need to address vaccine hesitancy [5,6].

Conclusion

Political leaders in highly infected countries have played a critical role in communicating with the public during the COVID-19 pandemic. By employing effective communication strategies, leaders can help mitigate the spread of the virus, build public trust, and promote adherence to public health guidelines. Continued research and evaluation of communication strategies are essential to inform future pandemic preparedness and response efforts. Political leaders play a crucial role in communicating effectively during public health crises such as the COVID-19 pandemic. This scoping review highlights the importance of transparency, trust, clarity, and empathy in political communication, as well as the challenges and limitations faced by political leaders in communicating during the pandemic. Future research should focus on developing best practices and guidelines for political communication during public health emergencies, taking into account the evolving nature of communication technologies and social media. The search identified a total of 35 studies that met the inclusion criteria for the scoping review. The studies were conducted in various countries, including the United States, Brazil, India, Italy, and the United Kingdom, which experienced high levels of COVID-19 infection rates during the pandemic.

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Conflict of Interest

None.

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