

1	Introduction	1
Part I Theoretical Framework		
2	Historiography of Scientific Fields	9
2.1	A Social Perspective on Scientific Knowledge	9
2.2	Concepts of Scientific Knowledge Areas	12
2.3	Historiography of Communication Studies	16
2.4	The Status of Crisis Communication Historiography	19
3	Bourdieu—Deconstructing the Social Dimension	21
3.1	Scientific Approach and Concepts	22
3.2	Field	24
3.3	Habitus	26
3.4	Capital	28
3.5	National and Global Fields	31
4	Foucault—Deconstructing the Intellectual Dimension	33
4.1	Scientific Approach and Concepts	34
4.2	Discourse Analysis	36
4.3	Discursive Formations—A Strategic Choice	38
4.4	Four Rules of Formation	39
Part II Category System and Study Design		
5	Category System	45
5.1	Bourdieu and Foucault—The Question of the Subject	45
5.2	Category System	47

6	Study Design	49
6.1	Self-Reflection—The Impact of the Researcher	49
6.2	Methodology	51
6.3	Data Collection	53
6.3.1	Data Collection—The Social Dimension	53
6.3.2	Data Collection—The Intellectual Dimension	58
6.4	Data Analysis and Display of Results	63
6.4.1	Data Analysis—The Social Dimension	63
6.4.2	Data Analysis—The Intellectual Dimension	64
 Part III Results and Discussion		
7	Social Dimension—Field Analysis	69
7.1	The Founding Scholars	70
7.2	The Scholarship	77
7.2.1	Origins	77
7.2.2	It All Starts With a Crisis	83
7.2.3	Making a Difference	84
7.2.4	Exclusive Scholars	87
7.3	The Community	88
7.4	The Crisis	92
7.4.1	Consultancy	93
7.4.2	External Funding	95
7.5	The Boundaries	100
7.5.1	Interdisciplinarity	101
7.5.2	Hyperspecialization	102
7.5.3	Crisis Communication and Crisis Management	104
7.5.4	Crisis Communication and Risk Communication	109
8	Intellectual Dimension—Discourse Analysis	113
8.1	General Overview	114
8.1.1	The Editors and Authors	114
8.1.2	Organizational Crisis Communication	115
8.1.3	Organizations and Their Stakeholders	117
8.1.4	Six Discourses	120
8.2	Crisis Management and Communication Discourse	121
8.2.1	Reputation and Transformative Paradigm	127
8.2.2	Theorizing Between Control and Flexibility	131
8.2.3	The Dominant Reputation Paradigm in Journal Articles	138

8.3	Risk and Crisis Communication Discourse	146
8.4	Public Safety Discourse	153
8.4.1	Health	153
8.4.2	Disasters	156
8.4.3	War	162
8.5	Cultural Discourse	163
8.6	Practice Discourse	165
8.7	Media Discourse	173
8.7.1	Traditional News Media	173
8.7.2	Social Media	174
9	Five Theses for Scientific Field Establishment	181
9.1	Constructing Different Realities of the Scientific Field	181
9.2	Let's Call It 'Organizational Crisis Communication'?	184
9.3	A One-Sided Relationship with Crisis Management	187
9.4	How Americans Maintain Power and Lead the Scientific Field	192
9.5	Transformations of the Field—Struggles Between Paradigms	194
10	Conclusion	199
	References	203