

COMMUNICATION AND INCOMMUNICATION IN THE 2019 CORONAVIRUS (COVID-19) CRISIS IN COTE D'IVOIRE

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Abstract

This study is an audit of crisis communication in the fight against 2019 Coronavirus in Cote d'Ivoire (Ivory Coast). These include the communications approach in responding to Covid-19 in this West African country. In fact, communication can be positive, negative or utopian depending on the context, particularly in times of crisis. Thus, through a qualitative method focusing on the theory of communicational action and functionalism, the analysis of messages and actions around the Covid-19 crisis reveals insufficient communication and numerous incommunications in Ivorian territory. Otherwise, the diagnosis establishes messages and communication actions conducive to the response against the Covid-19, on the one hand; and highlights communicative positions and behaviors that are offensive to stop the 2019 Coronavirus. There is therefore an imperative for positive and appropriate crisis communication in the war against the Covid-19 in Cote d'Ivoire. This crisis communication consequently requires, on the part of the authorities, a capacity to organize and perfectly coordinate global communication and public communication in the Covid-19 crisis. In conclusion, communication is the alpha and omega of life in society. It must be integrated into all the actions of humanity.

Keywords: Crisis communication, Incommunication, Coronavirus, Society, Ivory Coast, Africa

Introduction

The 2019 Coronavirus pandemic (CoronaVirus Disease) called Covid-19 (www.pasteur.fr), which appeared in December 2019 in the Chinese city of Wuhan (Hubei province), reached an appalling stage worldwide in the first quarter of the year 2020. Given the scale of the human, economic and social damage that Covid-19 has caused, this infectious respiratory disease has established itself as an outstanding world news. Thus, the crisis born from the appearance of this Coronavirus has become a fact with high media potential everywhere in the world, on all continents, in all countries, in all cities, in all places.

In this perspective, communication around this health crisis has also gone viral. It then entered into the vision of a planetary and international crisis communication, on the one hand, but above all a national crisis communication, on the other. Indeed, each country seeks to set up an adequate response mechanism against the spread of this pandemic within its borders. It is obvious that the stopCovid-19 response includes several approaches. At first glance, there is the medical approach linked to the care and treatment of patients, and the search for a vaccine and a unanimous treatment protocol against this malicious virus. Then, it is necessary to think of the framework of the reception structures (Hospitals and specialized centers) with qualified personnel and modern virology equipment. Finally, care must be taken to raise public awareness and public communication concerning the coronavirus and its avatars.

The social and scientific relevance of this research obviously shows the existence of a major concern linked to the last point of the above-mentioned stopCovid-19 response. These include the communication approach in the fight against 2019 Coronavirus (Covid-19) in Africa, especially in Cote d'Ivoire (Ivory Coast). In fact, this article raises the issue of communication in the Covid-19 health crisis in Cote d'Ivoire, one of the flagship countries of West Africa. From this thought, comes the following main question: What analysis can we make of communication in the 2019 Coronavirus crisis (Covid-19) in Cote d'Ivoire?

This primordial question involves two specific questions: What are the communication actions observed in Ivory Coast in the Covid-19 crisis? What are the significant incommunication operations around the 2019 Coronavirus pandemic on Ivorian soil?

These questions imply the determination of the environments, the actors, the communications, the means, the targets through the decomposition of the variables and the influences of the

messages, principally the media. The main objective is to analyze the contours of public communication in the pandemic Covid-19 crisis in Cote d'Ivoire. First and foremost, it is a question of determining the messages and communication actions favorable to the response against this fatal virus in this country. Then and in a second step, it is important to identify the incommunication thoughts and operations that are detrimental to the fight against Covid-19 in Cote d'Ivoire. Finally and thirdly, this study aims to offer perspectives for positive and durable crisis communication.

Otherwise, any crisis is the essence of poor communication, hence the importance of establishing methodical and adequate management of the actors, instruments and environment of the crisis. In this aim, crisis communication involves the knowledge, skills and know-how of actors and actors (active and passive) in an emergency context to deconstruct the real threat of the health crisis linked to 2019 Coronavirus and build the development of humanity by becoming aware of the consequences of the said pandemic.

To promote the analysis and understanding of communications and incommunications (Robert Pascal, 2005) related to the Covid-19 crisis, it is important to highlight the theoretical and methodological framework that supports this study.

1- Theoretical and methodological framework for the analysis of communications

The theoretical and methodological considerations of this study present the theories invoked and the method used. In fact, the research of crisis communication is essential as the observation of syncretic actions and functions in an upheaval of the environment and the social system in times of crisis.

Hypothetically, communication is seen as a multidimensional discipline which must be analyzed taking into account the political, economic, media, social and cultural context. Thus, in the communication approach, the contextual dimension constitutes the anchor of this study which analyzes the notion of function which is always done in a situation, especially in times of crisis. It is a question here of composing with the theory of communicational action (Habermas Jürgen, 1987) implying the provisions of analysis of the functions and the effects

of communications on the worrying news of Covid-19 relating to the prototype of media functionalism by Dwight Harold Lasswell (1946).

This Lasswell model is based on a series of questions, namely: who is speaking? (Study of the transmitter); to say what? (Manifest content); How? 'Or' What? (Analysis of the means or vector of the message, medium used, rhetoric); whose? (Study of the receptor); what purpose? (Goal); with what results? (Effects, influences); in what context? (Environment, time, circumstances).

In fact, the information and communication sciences build essential actions and functions in an integrative and integral evolution of society. They make it possible to appreciate the relationships between communication and crises. These reports arise from the intervention of the media, the importance of communication and the principles and objectives of human survival and world development.

Otherwise, the qualitative method (Héas S. and Poutrain V. 2003) favors this approach, because it makes it possible to identify and analyze exceptional communication environments such as that of the Covid-19 crisis. It is used to determine the influence of communication in the management of crisis situations. The qualitative method thus promotes the combination of deductive approaches, theoretical postulates and inductive principles related to the reality of the crisis. It highlights the analysis of communications, cognitive ideological and behavioral activities of governments and populations.

To this end, the strategic analysis of containers and contents, sources and actors, communication systems and actions, orients the perception of communication relationships in the Covid-19 crisis in Côte d'Ivoire. Therefore, Jean-Pierre Meunier and Daniel Peraya (2010, p. 39) think that "*real communication is done from signals, that is to say from conventional signs, produced voluntarily by the transmitter to be recognized as such by the addressee*".

Then, the method used makes it possible to analyze the actions and effects of communications (Woodward & Denton, 1992), and to apprehend the functioning and communication dysfunctions of the response against the 2019 Coronavirus in Africa, especially in Ivory Coast. . Thus, the different qualitative approaches tested lead to better determining the

approvals and unpleasantness of communication due to psycho-sociological, social, political and economic factors in the fight against Covid-19.

For Bernard Berelson¹, discourse analysis is a research technique for the objective, systematic and quantitative description of the manifest and latent content of communications, with the aim of interpreting them.

This research is fundamentally based on speeches, data, messages, actions and events related to the Covid-19 crisis in Côte d'Ivoire (See the appendix attached to this article). The Analysis takes into account the period from March 11, 2020 (date of the first case of Covid-19 in the country) to March 30, 2020. The communications analyzed are as follows:

- * press release from the National Security Council (CNS-Côte d'Ivoire) of March 16, 2020;
- * press releases and announcements from Ivorian government and health authorities;
- * declarations of the Conference of Catholic Bishops of Côte d'Ivoire and the Superior Council of Imams (COSIM) on the application of the measures taken by the Government on the Coronavirus, on March 17, 2020;
- * awareness campaigns for national and international non-governmental organizations (NGOs);
- * communications for behavior change addressed to the populations of Côte d'Ivoire by public institutions, local communities, businesses and private structures;
- * various messages in the media (audiovisual, print, radio), on the internet and digital social networks (Facebook, Messenger, Tweeter, WhatsApp);
- * speech to the nation by the President of the Republic of Côte d'Ivoire, March 23, 2020;
- * APA alerts - African Press Agency (apanews.net) linked to Covid-19.

The analysis and interpretation of communications messages and actions, on the one hand, and the evaluation of situations of communication entropy, on the other hand, are necessary in the collection of information, results and conclusions. Then, the theoretical and methodological framework of the various actions and messages in the Covid-19 crisis in Côte d'Ivoire shows two (2) main axes: messages and communication actions conducive to the fight against 2019 Coronavirus; opinions and attitudes of incommunication incompatible with the response against the Covid-19.

¹ Bernard Berelson (1912-1979), an American behavior scientist, made important contributions in the fields of communications research. He practically coined the term "behavioral studies" and became the principal responsible for the Center for Advanced Study in Behavioral Studies in Stanford, California.

2- Messages and communication actions conducive to the fight against Covid-19

Public communication is one of the essential motors for the functioning of life in a community or a country. Communication can be positive, negative or utopian depending on the phenomena involved. In this first axis, it is a question of showing the messages and communication actions conducive to the fight against the 2019 Coronavirus (Covid-19) in Côte d'Ivoire, in the time segment from March 11, 2020 to March 30, 2020.

On the one hand, communication is a discipline organized into precepts. And these are observed both in the existence of the formal configuration of messages, but also in the contextual sense of communications. On the other hand, the analysis of communication actions consents to determine the fundamentals, theories, objectives, actors, reasons, policies, means, effects, and interests at stake. Communication, and therefore the communication approach, is eminently multidimensional and global. It aims to determine the various paradigms of a phenomenon ranging from micro-phenomenon to macro-event, and exposes a wide range of possible, complementary, modular arguments depending on the object. This approach makes it possible to locate the model of communication, considered either as a transfer of information, or as a process of influence, or as a managerial operation.

For Alex Mucchielli (1998), communication is not exclusively the art of transmitting and understanding information. It also invites to accompany exchanges to bring the actors to the reconciliation of their points of view and thus to better understand their actions. Communication therefore supposes an information system and a process of exchanges with its environment, hence global communication.

As a result, favorable or positive communication in response to the Covid-19 crisis on Ivorian soil concerns messages and actions to raise awareness among the population. Indeed, since the announcement of the first case of 2019 Coronavirus on Ivorian territory, on March 11, 2020, awareness campaigns, amorphous at the start of the pandemic, have been massive and contradictory. Thus, preventive measures to avoid the dangerous Covid-19 are popularized in all of the country's traditional and digital media.

In reality, the media are undoubtedly one of the showcases for accessing information and shaping public opinion (Lasswell and al, 1946). In this way, the media approach allows us to better know and understand our environment, to better situate ourselves in the ambiguity of

our near or far world (Balle Francis, 1980). However, crises are more public today with spectacular repercussions using the media. Otherwise, the media approach (Debray Regis, 1994) to the Covid-19 crisis is linked to the issues or considerations of survival of the world. The difference in the analysis of the facts and the treatment of crisis information in the press start from the qualification of the crisis identified as a harmful pandemic which threatens the existence of the whole planet.

In this aim and in the sense of the response against 2019 Coronavirus, the communications of local and international health organizations, national and supranational institutions, governments, non-governmental organizations, social and / or economic communities, personalities and leaders of opinion, and even ordinary citizens in Cote d'Ivoire call for compliance with certain main prevention and protection measures shown in the illustration below:



PREVENTION MEASURES TO AVOID CORONAVIRUS

Wash your hands regularly with soap and water, or an alcohol-based gel.

Avoid greeting each other by shaking hands or hugging.

Cover your mouth and nose with a disposable tissue to cough or sneeze.

Cough or sneeze into his elbow.

Make the effort to respect the social distance of one meter wherever you are.

Avoid consuming bush-meat during this time.

Wearing a mask is useful to avoid spreading the disease through coughing and sneezing.

Avoid giving in to panic and psychosis.

Preserve our life and that of our own.

Beyond the communication of preventive measures, decisions are taken by the State and its subdivisions, religious guides, business leaders, administrative and customary authorities to stop the spread of Covid-19 in Ivory Coast. The various press releases (some are in the appendix) of these different political, administrative, religious, customary and economic entities of the country attest to their wish to do battle with the 2019 Coronavirus pandemic which is distressing everyone. As such, decisions are made to close schools, state of emergency, curfew, quarantine, containment, close Ivorian borders, suspend masses and prayers in community, prohibition of assembly, modification of working hours and a host of other collective or individual prevention decisions. In fact and notionally, these are decisions and communication actions conducive to the fight against Covid-19, or to prevent its spread among the Ivorian population.

When analyzing awareness campaigns and decisions by national and international structures for behavior change, we can better understand the aspirations of experts, governments, politicians and populations in the Covid-19 crisis. However and in fact, certain issues are perceptible and contradictory to an adequate response to Covid-19. These include the opinions and attitudes of incommunication noted in the 2019 Coronavirus health crisis in Côte d'Ivoire.

3- Opinions and attitudes of incommunication discordant with the response against the Covid-19

Contextual, semantic and media analysis of certain considerations and actions in the Covid-19 crisis in Côte d'Ivoire shows dysfunctions in communication against the spread of 2019 Coronavirus in this West African country. These are communications situations incompatible with the war against the Covid-19.

Incommunication is defined as any communication entropy prejudicial to good communication. It is a negative communication (Misinformation, Irresponsibility, Carelessness, Rumors...) that offends a positive communication.

In issue 84 of the Hermès magazine (back cover), Dominique Wolton (2019) links incommunications to several terms, namely "confusion", "equivocation", "misunderstanding", "implied", "ambiguity", "Disagreement", "misapprehension", "divergence", "dispute" or "imbroglio".

Here, the incommunication linked to the fight against the Covid-19 concerns all the opinions and attitudes unfavorable to effective fight against the 2019 Coronavirus. Thus, the late and ambiguous communication of the government on the pandemic of the Covid-19 as of its appearance in China is a case of incommunication which caused the Ivorian population to neglect the reality of this deadly virus. In fact, on March 7, 2020, at the opening of the Abidjan Arts and Entertainment Market (MASA), Daniel Kablan Duncan (Ivorian vice-president) declared publicly that "*the Coronavirus will not arrive in Cote d'Ivoire*". The first case had to be reported by the Ministry of Health for governmental and non-governmental organizations to step up awareness and prevention campaigns against the spread of Coronavirus 2019.

In the crisis, communication is evident, and each action has an informational component linked to the elements of decision or evaluation that one should know, which is imperative to know or to make known, on the one hand ; and a communication component involving the official communicators, the way of speaking or raising awareness, the means and contexts chosen to do so, the convincing or emotional value of the speech, the anticipation of the way it will be interpreted, reflected, notably by the media, and often contradicted, on the other hand. It is not enough to have a pleasant spokesperson to break a crisis. But, there are a multitude of rules (to say or not to say, to do or not to do) that will not solve everything, but will help to avoid the main mistakes.

Mystifications, exaggerations (everything is under control), announcement effects are sources of incommunication. The worst is to contradict yourself or to be contradicted by reality. Making promises that you cannot honor is almost as irresponsible. There was, surely, communication, but also incommunication in the will to quarantine and the confinement failed at the National Institute of Youth and Sports (INJS) of the passengers of the flight of the Air-France company landed at the Abidjan FHB Airport, Thursday March 20, 2020 at 9:25 p.m., for several reasons. This incommunication includes, first of all, clientelism linked to the release of certain personalities deemed "privileged"; then, the abysmal conditions of confinement; and finally the reaction of passengers quarantined in this institute. This is evidence of poor application of the 2019 Coronavirus prevention and control measures and decisions.

To these deplorable acts, we must add the violence of unprotected law enforcement officers (lack of mufflers and gloves for the majority) in their mission to ensure respect for decisions

to fight Covid-19. Acts of violence, regardless of human rights, relayed by the media and social networks were recorded on Tuesday, March 24, 2020, marking the first day of the curfew and the state of emergency, following the speech of the President of the Ivorian Republic. These are facts that reek of the psychotic situation linked to the 2019 Coronavirus crisis and are likely to weaken the stopCovid-19 mechanisms. Failure to comply with preventive measures and the decisions of governmental and non-governmental authorities is a factor of incommunication which can be linked to poor communication or insufficient awareness campaigns around the pandemic in the population ignorant of the real dangers run. We must denounce the unconsciousness and the carelessness of the Ivorian in this crisis.

In times of crisis like the global 2019 Coronavirus crisis, each country must make difficult choices like justifying itself, making inconsistent promises, admitting its helplessness and / or responsibility. This generally admits sloppy communication with unexpected sequences of sacrifice, misinformation, whining ..., silence ("no comment") or incommunication. Thus, in the Covid-19 crisis in Ivory Coast, there is a lot of rumors and misinformation. In fact, rumors and misinformation spread when the official communication channels are broken, but especially when the crisis psychosis is generalized or global. At the moment, misleading and tendentious information is everywhere and relayed on a large scale, through the media (digital, above all). These rumors create confusion in the minds of the population and overflow the cacophony in attitudes. There is a tireless propensity of actors to convey false information or ideologies, to clear themselves by finding a scapegoat, to receive a psychological shock.

In various ways, the lateral and / or collateral victims of manipulation and rustling are very affected. Under these conditions, thinking (or saying) that certain disapprovals are unjustified or badly presented, and that the media are biased and hysterical does not resolve the crisis. The consequences of communication linked to the lack of official information and / or unfounded information or questionable sources are many: the populations are distraught and drowned by pseudo-information; structures are overwhelmed by requests for information; the fight becomes complicated.

Moreover, the response to the Covid-19 pandemic has become an economic opportunity for some traders to enrich themselves with the rise in food prices, but especially the increase in the costs of important hygiene and prevention products for stopCovid-19 such as hydro-

alcoholic gels, gloves, mufflers, liquid soaps. The politicization of actions and clan positions in the fight against Covid-19 are all negative in the communication approach.

The communication imbroglio in the response against Covid-19 also came from the disagreement between health experts as to the effective treatment to fight 2019 Coronavirus. In this case, the use of Hydrochloroquine or Hydroxychloroquine or Chloroquine proposed by the French infectiologist Didier Raoult from Marseille and initially rejected by the WHO (World Health Organization) and certain practitioners is prototypical of the public contradictions of health professionals for insufficient clinical trial reason.

It should also be said that certain remedies like the antiretroviral Apivirine (treatment against the virus of HIV / AIDS) and the antiviral Interferon Alfa-2B (which stimulates the immune defenses) are tested or applied on contaminated with 2019 Coronavirus. Thus, given the global emergency of Covid-19 linked to the exponential number of deaths (more than sixty thousand as of April 4, 2020) and of contaminated people (more than one million) and the absence of other palliative therapeutic treatment, several countries of which France and the Ivory Coast gave up to this treatment decried at the outset. Consequently, the rush of the population towards antimalarial or drugs based on chloroquine is observed, prompting experts to warn of the disadvantages of its misuse. This has revived the debate (information and disinformation) on the issues (economic, social and humanitarian) related to the use of chloroquine-based drugs in the Covid-19 crisis.

When a crisis is badly negotiated or when it is too complicated and especially global, it can even divert the country from its first fundamental objectives. It is necessary to harmonize the resources (human and material) of the State towards the objectives of survival of the population and the aims of sustainable development. In fact, the prospects for effective anti-Covid-19 crisis communication in Côte d'Ivoire must be highlighted.

4- Prospects for a stopCovid-19 crisis communication in Côte d'Ivoire

Crisis communication translates all the communications operations and resources implemented by an institution to get out of a crisis that slightly or seriously affects its activities, its image or its survival. This is the structural and informational methodology by which an organization in difficulty systematizes and optimizes its communication with its internal and external environment (Goa Kacou, 2013, p. 174). Adequate preparation,

anticipation and decision-making seem essential to better resist in the event of a crisis. Crisis communication therefore requires the ability of governments or officials to organize and coordinate the communication tools and actions of the various actors.

In fact, the crisis is a situation where social, economic, political and / or ideological difficulties are felt to be exceptionally untenable. Here, the authority is invited to resolve multiple internal and / or external contradictions. It is also a time when mental imbalance reaches a higher intensity of stress due to high tension (Goa Kacou, 2013, p.96) which invites crisis management: *crisis communication*.

Otherwise, there must be prospects for effective communication in times of crisis, to foster a correct response. Thus, the prospects for positive communication in the Covid-19 crisis in Côte d'Ivoire address the consideration of sure principles and strategies for crisis communication. In such a case, the prevention and stopCovid-19 methods will focus on people (legal or physical), functioning, means (modern and technological) and communication strategy (Breton Philippe and Proulx Serge, 2006). These perspectives are solutions integrating global communication.

Indeed, global communication is understood as the appropriate and harmonized implementation of all communication procedures (information, public relations, media communication and non-media communication) favorable to the rapid response to the Covid-19 crisis. In fact, any crisis requires good study, adequate reaction and decision. The government must therefore, for the response to Covid-19, analyze, assess and prioritize the significant risks, causes and consequences. It must identify techniques, means of adaptation and reconstruction of the communication system as a set of communication vectors. The 2019 Coronavirus crisis situation is, above all, a life situation. It is reasonable to understand quickly the gravity of the context, the priorities and the exact decisions, through a dynamic communication system which makes it possible to prevent a confusion of the speeches and actions, and to answer the need for coherence in the global communication (Gabay Michel, 2004).

In a variety of ways, global communication tries to resist the unlikely approaches, messages and investments. It then leads to regulating the image of the institution as a strategic development variable without antithetical dichotomy between the apparent communications,

nor between the reality of the organization and the information published. Thus, global communication imposes the idea of a method of public communication. It therefore builds its identity and its mission by an adequate hierarchy of resources and a harmonization of the various communication instruments towards the public. It is about organizing the different forms of communication as a system that naturally leads to operational crisis communication. Constructivist models determine public communication as a message in the common construction of opinion. As part of the response against Covid-19, public communication must be adequate and favorable to the control of the said crisis. This is evidenced by the code of public communicators, adopted in 2002, in its article 1, consulted on December 12, 2017 on www.cap-com.org/content/quest-ce-que-la-communication-publique :

'Faced with the growing deployment of the information society, public communication is today asserting itself as an essential necessity for democratic institutions and states. From this point of view, it is not a simple technical tool for shaping public policies, but a global approach included in the very exercise of public governance'

Pierre Zémor (1995) defined public communication as the set of messages propagated by public authorities and public services which aim to improve civic awareness, facilitate public action and guarantee political debate. This definition is consistent with communicational approaches in the fight against the Covid-19 pandemic. Here, public communication presents the communication operations orchestrated by international, governmental and non-governmental organizations targeting the Ivorian population. In fact, public communication is in the service of the general interest and varies significantly depending on the context and events, exclusively in times of crisis.

On the one hand, the government must think and dress its communication, through a good crisis communication which determines warning signs of the crisis the day before (anticipating crisis situations); create and organize a crisis committee (bringing together professionals and experts). It is important to involve the various communication actors, including the "opponents" for each type of crisis (identify possible adversaries, but also possible allies). On the other hand, and based on previous experiences, the authorities must identify possible threats, take substantial measures, popularize the essential messages (imagine all the crisis scenarios). It is a question of preparing the arguments and documents for the first reaction; to train government actors to speak in a crisis context (plan specific training in crisis communication). Likewise, it is necessary to seek the media essential for the popularization of messages in the process and methods of alerting the crisis.

In various ways, harmonious crisis communication (Ogrizek Michael, 2000) involves a list of up-to-date contacts in administrations, the media, chancelleries, business circles and the various socio-professional strata (prepare aide-memoires, useful addresses, contact persons, minimum procedures). It is necessary to make crisis simulations to take account of the intangibles and build stop-crisis reactions (design simulation and stimulation without concealment by mastering the factors of time, psychosis, communication). It is also important to think of crisis communication around "crisological" realities (Morin Edgar, 2016) by highlighting the causes, effects, consequences and solutions of a crisis situation.

Conclusion

The crisis is a critical period for the development and even the survival of a group. In this sense, it diverts the structure of missions, methods of administration, and primary objectives from a normal period of management. Thus, the general health crisis linked to Covid-19 threatens the sustainable development of the world and the survival of humanity. This crisis also requires the perfect management of resources and means of communication. In fact, analyzes and reflections focused on the question of the crisis communication system make it possible to reveal the sources, contests and consequences of communication in the fight against 2019 Coronavirus, and to arouse the need for communication in society.

Otherwise, there are prospects for effective communication in the adequate response to 2019 Coronavirus. Therefore, to counter the harmful impacts of the Covid-19 pandemic, each country must use crisis communication. These are institutional development strategies through a systemic, dynamic approach to constant communication. In fact, the crisis communication policy consists in destroying the constants of the crisis, in building perspectives or prospects for struggle, through positive, effective and lasting communication (Wolton Dominique, 1997).

Indeed, this research related to the 2019 Coronavirus crisis communication approaches in Côte d'Ivoire prescribes a logical or epistemological management of communications in times of crisis, taking into account the context, sociology, culture and psychology of each African State concerned about its development (Kabou Axelle, 1991). Thus, communication is the alpha and omega of life in society. This logic is confirmed by axiom 1 of the Palo Alto School: "one cannot not communicate" (Watzlawick Paul and al, 1967). Consequently, for

Watzlawick Paul (1978, p. 7), "of all illusions, the most perilous consists in thinking that there is only one reality".

Otherwise, the health crisis reality linked to Covid-19 challenges each legal or natural person, each national or international entity, each governmental or non-governmental organization of the merits of positive communication in times of crisis. Therefore, it is necessary to disinfect the spirits before the hand, to wash the brains before the faces, to hide the ignorance before the nose, to confine the rumors before the human, to propagate the health and humanitarian stakes before the economic and political games in the world war against the Covid-19 pandemic. Communication is life.

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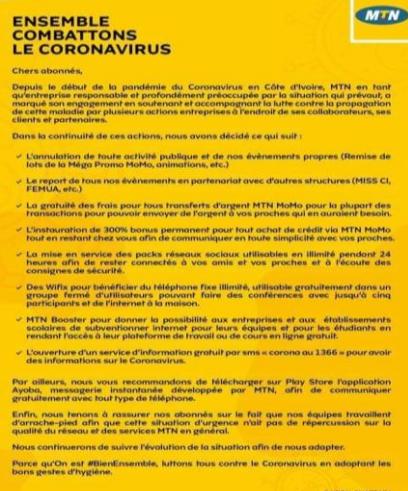
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APPENDIX: EXAMPLES OF MESSAGES RELATED TO COVID-19 IN COTE D'IVOIRE

Source: Images and messages collected and classified by Goa Kacou from March 11, 2020 to March 30, 2020

1. Communication: Press releases and awareness messages



POINT DE LA SITUATION DE LA MALADIE A CORONAVIRUS (COVID 19)
DU 20/03/2020

Cinq (05) nouveaux cas ont été confirmés positifs ce jour au coronavirus portant le nombre des cas confirmés à quatorze (14) dont un guinéen. Il s'agit de :

- 1. Un homme de nationalité française âgé de 36 ans résistant à Marcy résidentiel qui a effectué un séjour en France pour un mariage où il est revenu le 15 mars 2020 avant de présenter un syndrome pseudo grippal. Il est l'époux d'un cas confirmé positif.
- 2. Une dame de 36 ans résidente à Yérou, commune de Bondoukou, à Marcy résidentiel, qui a voyagé avec son mari en France pour un mariage et qui est rentré avec lui.
- 3. Une dame ivoirienne, âgée de 40 ans, résidant à Yérou, sous-préfecture de Bonoua, qui a présenté une toux à son retour d'un voyage en France le 14 mars 2020.
- 4. Un homme de nationalité Libanaise, âgé de 38 ans, ayant voyagé en France d'où il est revenu le 12 mars 2020. Suite à ce voyage, il a présenté une fièvre et une toux qui ont nécessité une hospitalisation.
- 5. Un homme de nationalité Libanaise, âgé de 49 ans, qui a effectué un voyage au Liban d'où il est revenu le 05 mars 2020.

Tous ces patients testés positifs au Covid-19, sont dans un état stable. La recherche de leurs contacts est en cours.

Depuis le communiqué du Conseil National de Sécurité, le point des voyageurs ivoiriens ou non ivoiriens résidents permanents en provenance des pays ayant plus de 100 cas est de 1 213. Hier deux cas suspects ont été identifiés.

Le Ministère de la Santé et de l'Hygiène publique a rencontré ce jour les ambassadeurs de 12 pays, en compagnie des Ministres des Affaires étrangères, de l'assainissement et de la salubrité, des représentants des Ministères des transports et des Affaires Etrangères pour leur faire le point des activités menées par la Côte d'Ivoire pour riposter à l'épidémie de coronavirus.

Le Ministère de la Santé et de l'Hygiène publique exhorte les populations à respecter les mesures sanitaires, en particulier le lavage régulier des mains, éviter les grands rassemblements et limiter les mouvements inutiles.

Les principales symptômes du Coronavirus sont la fièvre, la toux et les difficultés respiratoires. Quiconque éprouve ces symptômes doit appeler le numéro gratuit 143, ou le 50 08 86 ou contacter un professionnel de la santé.

COMMUNIQUE

Le Roi de Bonoua, ses Notables et les MMars en vue des mesures à prendre pour lutter contre la propagation de la pandémie coronavirus il a été décidé :

- plus de veillée funéraire, la levée du corps se fait à la morgue avec quelques membres de la famille et est suivie de l'enterrement au cimetière.
- une bûche s'il n'y a pas de préau à domicile pour les funérailles, 10 personnes pour les funérailles
- 2 personnes autour des veuves ou veufs
- plus de fakoué
- plus de cérémonie de désignation d'héritier (on délègue 2 personnes pour désigner l'héritier)
- pour la cérémonie de dot traditionnelle 10 personnes
- toutes les vendeuses de nourritures doivent couvrir leurs marchandises et porter des gants pour servir les clients qui n'ont pas le droit de manipuler les aliments
- les plaintes à la cour royale sont suspendues jusqu'à nouvelle ordre
- les magasins et restaurants doivent limiter leur clientèle à moins de 50 personnes assises
- interdiction de prêcher sur les places publiques et dans le marché

Toutes personnes qui enfreindront ces dispositions sera passible d'une amende après convocation à la cour royale

Bonoua le 21 mars 2020

REPUBLIC DE COTE D'IVOIRE
Union – Discipline - Travail

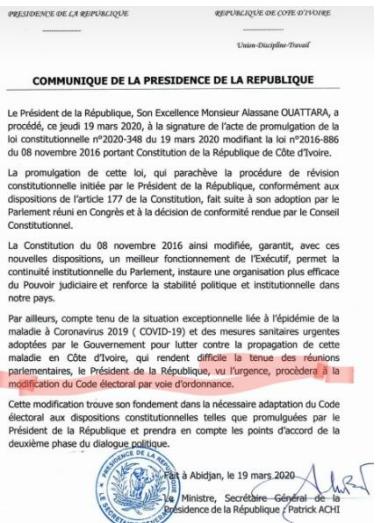
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Entente – Solidarité - Paix



MESURES DE PREVENTION POUR EVITER LE CORONAVIRUS

Lavez-vous régulièrement les mains à l'eau et au savon, avec un gel hydroalcoolique.

Evitez de se saluer en se serrant les mains ou en se faisant des accolades.

Se couvrir la bouche et le nez avec un mouchoir jetable pour tousser ou éternuer puis se laver les mains.

Tousser ou éternuer dans son coude.

Faire l'effort de respecter la distance sociale d'un mètre partout où vous vous trouvez.

Evitez de consommer la viande de brousse durant cette période.

Le port du masque est utile pour ne pas diffuser la maladie par les toux et éternements, mais pas pour éviter de l'attraper.

Evitez de céder à la panique et à la psychose.

143 ou 101 Préservons notre vie et celle des autres

COMMUNIQUE

Dans le cadre de la lutte contre la propagation de la maladie à coronavirus, et après évaluation de l'évolution de la pandémie,

Le Gouvernement a décidé de la fermeture des frontières terrestres, maritimes et aériennes de la Côte d'Ivoire à tout trafic de personnes, à compter du dimanche 22 mars 2020, à minuit.

Les trafics de marchandises sont autorisés, sous réserve de contrôles sanitaires réalisés par les autorités compétentes.

Des couloirs humanitaires ainsi que de sécurité seront ouverts pour faire face aux besoins spécifiques de gestion de la pandémie.

Le Gouvernement réaffirme sa volonté de prendre toutes les dispositions nécessaires pour contenir la propagation du coronavirus, et invite les populations au respect et à l'application stricte des mesures édictées.

Fait à Abidjan, le 20 mars 2020.

**LE MINISTRE D'ETAT,
 MINISTRE DE LA DEFENSE**

LE MINISTRE DE LA SECURITE ET DE LA PROTECTION CIVILE

33



COMMUNIQUE OFFICIEL

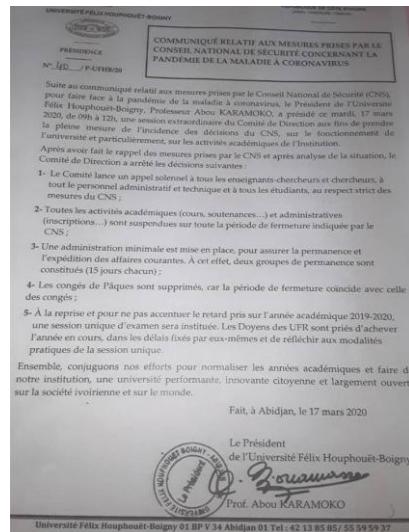
La SOLIBRA informe ses partenaires commerciaux et fidèles consommateurs qu'en raison de la situation sanitaire qui prévaut en ce moment dans le monde, et du risque de propagation du coronavirus en Côte d'Ivoire, elle a décidé d'annuler à titre préventif, depuis le lundi 16 mars 2020 et ce, jusqu'à nouvel ordre, tous les événements et animations qu'elle avait prévus d'organiser dans les prochaines semaines. Elle se retire également de tout partenariat, sponsoring et appui à tout événement organisé par des tiers impliquant des rassemblements de personnes.

La SOLIBRA est consciente de l'impact que pourrait engendrer cette décision auprès des organisateurs et des parties prenantes, mais en tant qu'entreprise citoyenne engagée et responsable, elle privilégie la santé et le bien-être des populations.

Elle espère un retour rapide à la vie normale et souhaite une excellente santé à tous.

Fait à Abidjan, le 19 mars


F. BATISTA
Directeur Général



Fait, à Abidjan, le 17 mars 2020

Le Président
de l'Université Félix Houphouët-Boigny
Prof. Abou KARAMOKO

2- Incommunication: Misinformation, Irresponsibility, Carelessness, Rumors,...



Merci les gars grâce à vous la Côte d'Ivoire
est passée de 6 cas à 14 cas en 2 jours.
Nous vous serons reconnaissants pour tout.

Ministère de l'Emploi et de la Protection Sociale - Officiel
37 min ·

Une rumeur persistante faisant état d'un communiqué émanant du Ministère de l'Emploi et de la Protection Sociale et annonçant le paiement anticipé de salaires et pensions, ainsi qu'un confinement total dans les prochains jours, circule sur les réseaux sociaux. Le Ministère de l'Emploi et de la Protection Sociale dément formellement et invite les populations à s'informer sur les canaux officiels...
#MEPSCI #CIV225 #COVID19

**CORONAVIRUS (COVID-19)
CÔTE D'IVOIRE**
Bon à Savoir

*Ne diffusez pas de fausses informations.
Relayez les informations officielles disponibles sur ces plateformes.*

GOUVERNEMENT DE CÔTE D'IVOIRE | MINISTÈRE DE LA SANTÉ ET DE L'HYGIENE PUBLIQUE
www.gouv.ci | @gouvci | www.mspci.ci | @mspci | coronaviruscotedivoire
POUR TOUTE INFORMATION APPELER LE 143 ou 101

Les passagers de l'avion AIR FRANCE atterris ce Jeudi 20 Mars 2020 à 21h25min, conduits à l'INJS sont en train d'être libérés juste après la prise de leur température.

Entre temps s'est dit que c'est après 14 jours qu'on peut savoir si quelqu'un est atteint ou pas.

Que Dieu sauve les ivoiriens.

#bouba225 🐻 #Cac #General



#FlashInfo 🌟 #Santé 🇨🇮

✓ "En ce qui concerne, la mise en quarantaine, notre pays a opté pour l'auto-confinement. Les personnes mises en auto-confinement sont suivies", Ministre @SidiTToure

@MinComm_CI @PPGouvCI
#Gouvci #CLCG #Civ225
#coronavirusCI #covid19CI

Lutte contre la propagation de coronavirus

Le régime bricole, les Ivoiriens s'inquiètent

- Le Fpi interpelle le gouvernement ivoirien
- Le District d'Abidjan au secours des populations

COVID-19, UNE REALITE

Vous abstenez de dénoncer un contrevenant aux mesures prises par le gouvernement, c'est encourager la propagation de cette pandémie.

Alors, n'hésitez plus.

Pour tout constat, informez les Forces de Défense et de Sécurité

TEL: 20-25-00-40 ou 111 **STOP**

FLASH
CÔTE D'IVOIRE - COVID 19

UN PREMIER CAS DETECTÉ HORS D'ABIDJAN. LE SUSPECT DE SEXE MASCULIN, PRÉSENTÉMENT À JACQUEVILLE (43 KM D'ABIDJAN) A SEJOURNÉ EN BELGIQUE, SELON LES TEMOIGNAGES. IL FERAIT PARTIE DES PERSONNES CONFINEES À L'INJS PUIS LIBÉRÉES DÈS LE LENDEMAIN.

Ceux qui achètent des tonnes de gel hydroalcoolique en laissant les rayons des supermarchés vides est-ce que vous savez que pour stopper le virus il faut que les autres aussi se lavent les mains ?



**La discipline a sauvé la chine.
L'indiscipline a noyé l'Europe.
Mais l'inconscience va éradiquer l'Afrique...
Soyons responsable.**



Serge Bile
1 hr ·

Au Cameroun, le président de l'Assemblée nationale a été testé positif au coronavirus. Cavaye Yeguie, 80 ans, a été placé en quarantaine. Mais, comme en Afrique on ne fait rien comme les autres, les ministres, députés et personnalités n'arrêtent pas de défiler chez lui pour le saluer 😊



23 MARS 2020

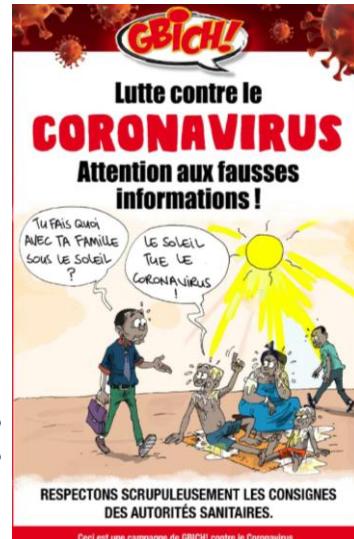
Communiqué relatif à la maladie à Coronavirus COVID -19
à l'attention des propriétaires et gérants de maquis et bars

En considération de l'inclivisme constaté et du non-respect par de nombreux établissements de tourisme des mesures édictées par le Conseil National de Sécurité pour contenir la propagation de la maladie à coronavirus COVID 19, mais aussi et surtout, du danger auquel sont exposés les tenanciers de maquis, bars et leurs clients, le Ministre du Tourisme et des Loisirs décide de la fermeture de tous les maquis et bars sur toute l'étendue du territoire national.

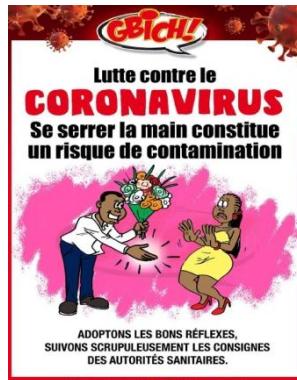
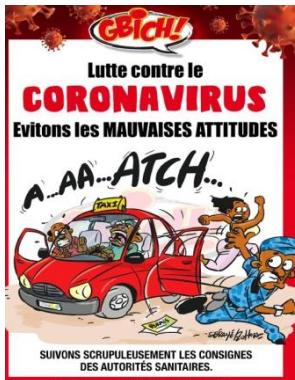
Cette mesure prend effet ce jour à compter de 18h00 jusqu'à nouvel ordre.

Le Ministre du Tourisme et des Loisirs appelle l'attention des tenanciers de maquis, de bars et du public fréquentant ces établissements que le non-respect de cette décision est passible de sanctions prévues par le Code Pénal.

Ministère du Tourisme et des Loisirs
Le Ministre
Siandou FOFANA



3-Various messages: Press, Humor, Satire, Thoughts, etc.



N° 531 du 23 au 29 mars 2020 • hebdomadaire de faits divers et en faits de santé • Prix : 500 FCFA

PANDÉMIE DU CORONAVIRUS COVID-19

INSOUCIANCE, NON-RESPECT DES CONSIGNES, INCIVISME, INDISCIPLINE...

**Le préfet d'Abidjan ferme maquis, bars, points chauds...
...Et convoque les propriétaires**

- Réunions, mariage, inhumation, enterrement : Manéville prend d'importantes mesures
- Amiciba invite les populations au respect des mesures du CNS
- Les Abidjanais affluent vers l'intérieur du pays
- Abengourou dans l'insouciance totale
- Aff Nigeraise salut les efforts du gouvernement
- Covid-19 : 25 personnes contaminées dont 2 guéries

PREFECTURE DE POLICE D'ABIDJAN
Pourquoi Adou est convoqué, ce matin
 • Laurent Aïkéen tente de faire échouer

Adama Bictogo démarre les consultations, ce lundi

RHDP : Coordinations régionales et élus

aujourd'hui 24.03.20

JEAN-LOUIS BILLON :
 « Où est la riposte contre le coronavirus après ce qu'il s'est passé à l'INJS ?

Le secrétaire exécutif chargé de la préparation au PCTI, Jean-Louis Billon répond à des préoccupations dictées par l'actualité mondiale. Il dément également fermement, l'affaire de la fameuse proposition indecente d'Alassane Ouattara... PRESSE 2-3

Coronavirus Alassane Ouattara n'a rien dit qui puisse donner de l'espoir aux Ivoiriens

Pour empêcher son arrestation Le FPI improvise un bouclier humain au domicile d'Assoa Adou

