

**The Pages of the Past**

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# Pandemics in Human History: Lessons Learned and Lasting Impacts

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**ABSTRACT.** *Health crises, particularly in the form of pandemics, have a long history of destroying and disrupting the political, social, and economic order of organized human societies. There is a continuous endeavor to derive lessons from these historical events to better comprehend, prepare for, and mitigate the impacts of future pandemics. This review article, adopting the perspectives of crisis management and crisis communication, seeks to operationalize historical human experiences in the realm of policy-making. By engaging with both academic and popular literature on past pandemic events, the article endeavors to apply these insights to the COVID-19 pandemic while the crisis was still unfolding. The findings indicate that the most pertinent lessons from past health crises are often not accurately learned or applied, potentially due to political pressures that emerge during such crises.*

**KEYWORDS:** *crisis management, pandemic, perceptions, orthodoxy of knowledge, COVID-19.*

## Introduction

Epidemics and pandemics have significantly impacted human societies since the advent of organized urban civilization and have gradually become increasingly common. These phenomena are feared and dreaded, primarily due to the uncertainty they bring, yet they can have a dual effect on the societies they afflict. Huremovic observed that “in a long succession throughout history, pandemic outbreaks have decimated societies, determined outcomes of wars, wiped out entire populations, but also, paradoxically, cleared the way for innovations and advances in sciences, economy, and political systems” [Huremovic, 2019, p. 7]. Epidemics and pandemics differ in their geographical scope; epidemics are confined to one political entity (within a single country), whereas pandemics transcend international borders, affecting multiple countries [Saunders-Hastings, Krewski, 2016, p. 1]. The effects of globalization have facilitated the rapid and widespread dissemination of pathogens.

Historically, pandemics were relatively predictable in terms of the underlying conditions and effects that precipitate outbreaks. However, this is no longer consistently the case [Saunders-Hastings, Krewski, 2016, p. 14]. Epidemics and pandemics pose substantial disruptions to the functioning of human societies from various perspectives, constituting crises by their very nature and implications [Stern, 2003; The Politics of Crisis Management..., 2005]. Effective and accurate communication with various stakeholders is crucial [Ogrizek, Guillery, 1999], as failure to do so can exacerbate the direct and indirect effects of the health crisis. Within the framework and context of a crisis, what were the key valuable and practical lessons and attributes derived from historical pandemics that could inform the response to the COVID-19 pandemic?

This review article aims to establish a theoretical and conceptual understanding from a historical perspective regarding public institutions' ability to learn the correct or incorrect lessons from past health crises (pandemics) and apply them to contemporary situations. This work intends to set the context by exploring how knowledge of events and processes is created through the delineation and categorization of elements of the physical realm, represented and interpreted within the information realm using academic concepts and theories that assign meaning. This goal is achieved through a literature review of both popular and academic texts, identifying various methods of visualizing and conceptualizing the role, effects, and impacts of pandemics on human society from a historical viewpoint.

Significant insights have been gained since the COVID-19 pandemic was officially declared concluded; therefore, this work focuses on materials produced during the crisis, when historical health crises were selectively referenced to inform the then-current situation. This foundation

can be used to understand how these insights contribute to the body of knowledge and practices in managing pandemics in the present and future.

This review article begins with a section detailing the methodology used in the literature review. The second section is divided into two subsections. The first subsection addresses crisis management, its definition, and its importance as both an academic discipline and a practical approach. The second subsection defines the art of crisis communication and introduces its relevance to health crises. Finally, the section discusses the role, effects, and impact of pandemics throughout human history through a literature review.

## Methodology

The literature review method employed in this article is adapted from [Simons, 2020b]. Literature reviews serve as a foundational element for all types of research, as they contribute to knowledge development and can form the basis for future research and theory [Snyder, 2019, p. 339]. A review enables a synthesis of state-of-the-art knowledge, allowing researchers to examine and evaluate the quality and relevance of existing research evidence [Gough, 2007].

There are various approaches to conducting a literature review, such as structured literature reviews, semi-structured literature reviews, and scoping studies. A structured literature review provides a summary of multiple studies and may draw conclusions [Armitage, Keeble-Ramsay, 2009]. In contrast, a systematic review is "a specific, carefully defined approach to literature review," which should be applied when it can provide a valid means of summarizing the literature [Systematic Review Methodology..., 2012, p. 638]. This paper favors a semi-structured literature review approach [Mullins, Spence, 2003; Pawar, Spence, 2003], which examines historical

experiences of pandemics through both academic and popular texts.

This work is conducted as a scoping study, aiming to rapidly map key concepts in a research area and identify the main types and sources of available evidence. Scoping studies are valuable for complex subjects or areas that have not been comprehensively reviewed. There are four primary reasons for undertaking a scoping study: to examine the extent, range, and nature of research activity; to determine the value of conducting a full systematic review; to summarize and disseminate research findings; and to identify gaps in existing research literature [Arksey, O'Malley, 2005, p. 21]. The motivation for this article aligns with the first reason noted.

A digital search was conducted using Google (for popular sources) and Google Scholar (for academic sources) databases with the following keywords: *pandemics in human history*; *pandemics in history*. This sample was further supplemented by books from the author's library, and the examples were manually checked against the stipulated textual criteria for relevance. A total of 63 individual items were collected and analyzed in this process.

## **Pandemics As a Crisis and in Crisis Communication: An Overview of Literature**

### **Perspectives on Crisis Management**

There are various contexts and understandings of what constitutes a 'crisis,' as it encompasses multiple interacting elements and perspectives. Ruff and Aziz summarize, "a crisis is any incident or situation, whether real, rumored, or alleged, that can focus negative attention on a company or organization internally, in the media or before key audiences" [Ruff, Aziz, 2003, p. 3]. This provides a broad overview of how and who are affected by extraordinary events.

Crises can be understood through four stages and elements: preparation, notification, communication, and recovery [Ruff, Aziz, 2003, p. 12]. Several simultaneous elements must be present for a situation to qualify as a crisis.

A crisis is an extraordinary situation in all senses – physically, informationally, and cognitively. Researchers have identified three simultaneously occurring elements necessary for an actual crisis to be recognized. These are: 1) A threat to values and norms in an affected society, such as the loss of life or property, threats to the well-being or viability of the financial, political, or social system; 2) Uncertainty, as it is not known how and when a crisis will develop, which can elevate the sense and perception of risk and hazard; and 3) A time constraint that creates a sense of urgency, based on the fact that the longer a crisis event endures, the more damage is done, increasing the time needed for recovery [Stern, 2003, p. 8; The Politics of Crisis Management..., 2005, pp. 2–4]. The damage and disruptions associated with crises have affected mankind throughout history and will continue to do so. The relationship between politics and crises is highly complex.

Crises have a way of becoming politicised rather quickly. Some actors perceive a threat to their ways of working, policies and legitimacy, yet others relish the prospect of change. Political, bureaucratic, economic and other special interests do not automatically pull together and give up their self-interest just because a crisis has occurred. They engage in a struggle to produce a dominant interpretation of the implications of the crisis [Governing After Crisis..., 2008, p. 9].

Political contestation can increase due to the role and importance of producing meaning from events to serve political agendas. Roberts observed that managing

a crisis often involves sacrificing individual freedoms and liberties for the collective good of society, which creates tensions and resentment towards authorities [Roberts, 2023]. Another period of politicized social tension arises when proposals are made to withdraw special societal measures implemented to combat the health crisis. Although humanity has endured and dealt with crises, the informational and cognitive relationships used to mitigate and manage their effects are evolving. “In many Western societies today, we are living in an environment of unprecedented risk aversion and perceived lack of trust. This is strange, because for much of human history we have relied on gut instinct in the face of uncertainty and fared pretty well” [Register, Larkin, 2005, p. 3]. The way various stakeholders perceive and interpret a crisis, its significance, management, and effects are evolving towards a more risk and hazard-sensitive regime. There are multiple simultaneous aspects to consider – political, ethical, and operational.

An extraordinary situation provokes political actors to issue rhetorical calls and attempts to mobilize stakeholders to manage and resolve the situation, but various dilemmas and choices must be navigated. When a crisis is declared, “people at different hierarchical levels in a public bureaucracy experience ethical rationales differently,” and “crises that occur primarily on the international (as opposed to a domestic) arena have dynamics that present unique ethical challenges for crisis decision makers” [Ethics and Crisis Management..., 2011, p. 237]. These challenges also apply to the political and operational aspects of crisis management. This has led to the identification and evaluation of critical tasks for crisis management leaders. Boin et al. identified five critical tasks for leadership in a crisis: sensemaking, decision making, meaning making, terminating, and learning to improve public management’s capability and capacity in

dealing with crises [The Politics of Crisis Management..., 2005].

The theoretical and conceptual musings of researchers and academics about ideal approaches sometimes ignore the less-than-ideal realities of politics and crisis management practice in the real world. Brändström noted that “actors, arenas, and forums and their interrelationships are key in managing accountability and pressure in the post-crisis phase” [Brändström, 2016, p. 130]. However, a crisis can also be exploited, defined as “the purposeful utilization by actors of the institutional ‘dislocation’ generated by crisis, to significantly affect political processes of sense making, judgment, and choice” [Governing After Crisis..., 2008, p. 287]. Perceptions and reactions to the physical realm occur due to judgments and evaluations in the cognitive realm, influenced by the information realm. The quality and quantity of information and knowledge flows shape meanings and understandings. Therefore, the communication of crises is critical in affecting stakeholder understandings, assessments, and reactions to crisis events.

## Perspectives on Crisis Communication

An actual or potential crisis necessitates a decision, which must then be almost simultaneously implemented and communicated [Ogrizek, Guillery, 1999, p. xvi]. When a crisis strikes, whether suddenly or as a creeping crisis, it requires an immediate response. Otherwise, there is the potential perception of the (non)communicator being evasive or concealing information. Moreover, remaining silent creates an information vacuum that can be filled by others willing to communicate [Brataas, 2018, p. 77]. This has occurred on numerous occasions, such as during the sinking of the Kursk in August 2000 [Simons, 2012]. It should be acknowledged that this occurs during periods of great

uncertainty and initial lack of reliable information.

Ogrizek and Guillery note that crisis management and crisis communication are closely interwoven [Ogrizek, Guillery, 1999, p. xi]. Scanlon observed that every physical crisis event also involves an information crisis, and an actor's ability to manage and control the information crisis affects the control of the physical crisis, including its operational aspects [Communications in Canadian..., 1975]. Register and Larkin highlight the need for active dialogical public consultation in risk issue management, as unsuccessful consultation can lead to polarization or further division of public opinion [Register, Larkin, 2005, p. 37]. There is a need to form a consensus on roles and relationships in society. Ki and Brown point out that the presence of a crisis alone tends to negatively affect relationship quality and that publics tend not to be influenced by crisis response strategies [Ki, Brown, 2013].

An element of real and imagined risk and hazard accompanies a physical crisis, which needs to be addressed through skillful communication. There is a difficult balance between communicating science during a crisis and addressing emotions. Thus, there is a challenge to align 'science' attitudes with 'emotional' attitudes among key stakeholder audiences [Ruff, Aziz, 2003, p. 44], which demands clear, concise, believable, honest, and timely messages. Brändström notes that "successful strategies and narratives about all crisis events need to address three significant aspects – causality, agency, and responsibility – to hold up to scrutiny" [Brändström, 2016, p. 122]. These narratives need to be developed simultaneously and are not sequentially dependent. Narratives and communicational approaches are informed and influenced not only by the present but also by the past.

Coombs demonstrated that previous crisis experiences impact current thinking

and approaches to crisis communications [Coombs, 2004]. In particular, the results of Coombs' study revealed the significant effect of crisis history on organizational reputation in crises involving victims and accidents. Crises that fit into this category include those involving public health and contagion, influencing subsequent health and public safety events.

In the early 21<sup>st</sup> century, risk communication theory historically focused on crisis situations involving technological and/or environmental problems. Since the 1990s, emerging infectious diseases have posed renewed significance to the public health sector, creating calls for research on this threat [Holmes, 2008, p. 349]. The aim behind the call for research into crisis communication is to explore avenues to develop the capability and capacity to engage and communicate in risk communication. This call aligns with other observations, such as Abraham, who noted that the 2009 influenza pandemic highlighted the deficiencies in existing risk and outbreak communication guidelines [Abraham, 2011]. The situation can create cascading problems as consequences of an infectious disease outbreak.

### Select Cases of Pandemics Throughout the History

Pandemics and epidemics, by their very nature and potential, constitute a crisis. They pose a threat to values, are unpredictable, and exhibit an element of time constraint. Certain value dilemmas become apparent and often occur in a binary fashion, such as the value of human life versus economic security and growth [SARS..., 2012; Simons, 2020a]. These value priorities are shaped by the politics of crisis management, where political decisions prioritize one value over another as an opportunity cost, rather than making a spectral call based on a ratio of choices. This prioritization is based on the prevail-

ling orthodoxy of knowledge and practice at the time, which is often more about subjective perception and politics than scientifically sound policy [Simons, 2020a]. Consequently, the orthodoxy of knowledge and policy addressing the effects of pandemics can exacerbate problems, including unresolved past crises, rather than mitigating and recovering from their effects [Simons, 2021]. This can result in unknown and unpredictable outcomes in international affairs as actors vie to exploit perceived opportunities or defend against perceived threats [Simons, 2020b]. A recent study [Doran, Colvin, McLaughlin, 2023]: 1) identified two significant points from a literature review on pandemics in human history: 1) pandemics are often studied in isolation from each other, and 2) the Spanish flu is the most frequently studied pandemic, indicating a need to diversify the cases studied. There are various ways of perceiving and representing epidemics and pandemics and their relationship and impact on human civilization.

One approach is to analyze the impact and relationship of epidemics and pandemics on human civilization from a broad historical perspective to make sense of current events. This involves categorizing past events and interpreting ‘meaningful’ knowledge and lessons to apply to the present. Some researchers have examined specific cases from the Bronze Age to the Early Modern Age to deduce lessons for the present COVID-19 pandemic [Epidemics and Pandemics..., 2020]. Their research concluded several observations, such as migrations and invasions spreading diseases, civilizations with well-developed trade routes being significantly affected, pandemics leading to a decline in social structures, periods of war contributing to pandemic outbreaks, the historical use of isolation and travel bans (similar to contemporary ‘lock-

downs’), and the nationalistic blame game regarding the origins and impacts of diseases. However, this approach ignores biological differences between diseases, levels of global interconnectedness, and technological advancements in society compared to historical examples.

Many academic and popular publications within the genre of visualizing and evaluating epidemic and pandemic effects on society from a historical perspective offer various angles to derive lessons from the past and meaning for the present. One approach is to review selected periods in human history influenced by pandemics to understand past lessons and assess progress in managing or mitigating current and future outbreaks [Morse, 2007; Palaeomicrobiology..., 2008; A Review: Epidemics..., 2020; Pandemics of the Past..., 2020; Piret, Boivin, 2021]. Historical reflections indicate that predicting the next outbreak is difficult. “Therefore, pandemic preparedness plans emphasize that non-pharmaceutical interventions should be implemented first to control human-to-human transmission of the pathogen. Ideally, these interventions should adequately control the spread of infection while minimizing societal and economic disruption” [Piret, Boivin, 2021, p. 11].

Other publications attempt to visualize comparisons in death tolls inflicted by epidemics and pandemics across human history, using big data and visuals to support the presentation of information. For example, the Black Death (Bubonic Plague) in the 14<sup>th</sup> century had the highest estimated death toll, with some 200 million deaths (representing 30–50% of Europe’s population) and taking approximately 200 years for the population to recover. This experience led to the practice of quarantine to prevent the spread of the disease [Glatter, Finkelman, 2021]<sup>1</sup>.

1 See also: LePan N. (2020). Visualising the History of Pandemics. *Visual Capitalist*. March 14. Available at: <https://www.visualcapitalist.com/history-of-pandemics-deadliest/>, accessed 24.02.2021.



The issue of assigning blame (scapegoating) to other groups is another feature of historical and contemporary pandemics. “During the Black Death, minority groups (Jews) were persecuted for supposedly spreading the disease. Similarly, Asians and other minorities have been blamed for spreading COVID-19, as one group marginalizes another amid a sea of anxiety, fear, and irrational hatred” [Glatter, Finkelman, 2021, p. 180].

Another category of historical reflection focuses on selected epidemics and pandemics from recent history, comparing death tolls from the late 19<sup>th</sup> century to the present day<sup>2</sup>. Additionally, some publications emphasize the magnitude of the effects of the worst-case pandemics, promoting a sense of dread and fear that connects the past to the present but offering no operationalizable lessons<sup>3</sup>. Saunders-Hastings and Krewski note that the impact of pandemics has been greatly reduced due to advances in pharmaceutical interventions and surveillance, yet much about pandemics remains poorly understood, including their predictability [Saunders-Hastings, Krewski, 2016, p. 14]. Consequently, efforts are continually made to address these uncertainties and risks.

There are also attempts to selectively rank the risk and hazard of historical epidemic and pandemic events alongside current ones. For example, various efforts are made to rank the current Coronavirus pandemic in comparison to historical cases, emphasizing that the current human death and disruption due to disease are not unique in human history. This exercise aims to create patterns and lessons from the past that could potentially apply to the present. Additionally, human social

and economic developments can facilitate the outbreak of epidemic and pandemic events [Pandemic COVID-19..., 2020]<sup>4</sup>. The creation of such ranked lists involves a great deal of subjectivity, imprecision, uncertainty, and guesswork, depending on the aspects the authors wish to emphasize and any potential agenda (political, economic, or social). There are also attempts to contextualize the impact of historical epidemic and pandemic events on human society.

Some researchers and writers focus on a single epidemic or pandemic event in human history, examining its significance and impact on historical society and gleaning possible lessons for the current situation. Dodds examined past pandemics to understand diseases in the present and prepare for future pandemics [Dodds, 2019, p. 31–44]. He emphasized the necessity of planning to create resilience, communicating quickly and effectively, acting decisively, and fostering international cooperation for mitigation and prevention. Modern pandemics have demonstrated that they can easily cross international borders and quickly threaten regional stability and the economy (direct and indirect impacts), in addition to the debilitating and sometimes fatal effects on the population, which can have cascading effects on all spheres of human social, political, and economic life [The Pandemic..., 2016–2017]. Pandemics can exacerbate existing inequalities in affected societies (further driven by inappropriate policies), prompting some observers to advocate for a capabilities approach that addresses and resolves inequalities for a more complete recovery process [Venkatapuram, 2020]. Other research focuses on specific types of

2 Staff (2020). Pandemics in Recent History. *Knowable Magazine*. July 16. Available at: <https://knowablemagazine.org/article/health-disease/2020/pandemics-recent-history>, accessed 24.02.2021.

3 Editors (2020). Pandemics that Changed History, *History*. December 21. Available at: <https://www.history.com/topics/middle-ages/pandemics-timeline>, accessed 24.02.2021.

4 See also Piper K. (2021). Here's How COVID-19 Ranks Among the Worst Plagues in History. *VOX*. January 11. Available at: <https://www.vox.com/future-perfect/21539483/covid-19-black-death-plagues-in-history>, accessed 24.02.2021.

pathogens that represent iconic pandemic outbreaks in human history.

For example, the study of plague epidemic and pandemic events in history can be approached from various aspects. Gomez and Verdu used network theory to explain and understand the vulnerability of medieval human settlements to the Black Death pandemic [Gomez, Verdu, 2017]. Their findings showed that more centrally located cities with significant transit activity were more vulnerable and severely affected by the plague. This knowledge is used to identify potential epidemic and pandemic hotspots in advance in the present and future. Specifically focused studies can also identify vulnerable groups within country-specific case studies [Kelly, 2020], mapping out vulnerable groups and communities for more effective and targeted contingency planning.

One of the more heavily researched and analyzed historical pandemics is the 1918 Spanish Influenza. Some publications used the 100<sup>th</sup> anniversary of the Spanish flu outbreak as a reminder of the experience that killed between 50–100 million people worldwide and the possible lessons for predicting, preventing, or controlling influenza epidemics and pandemics, highlighting the need to develop pharmaceutical intervention capabilities [Morens, Taubenberger, 2018]. Similar historical analyses of the Spanish flu experience, not specifically timed for an anniversary, serve as general reflections, remembrances, and ‘wake-up’ calls to mobilize against future influenza epidemics and pandemics [Morens, Fauci, 2007; The 1918 Influenza..., 2010; Flecknoe, Wakefield, Simmons, 2018]. Other research focuses on specific subjects within the area of historical lessons and implications, such as public health measures pioneered during the Spanish flu and their relevance today [Barry, 2004; Bootsma, Ferguson, 2007]. The literature on more recent influenza pandemics is also rapidly expanding.

In 2002, the Severe Acute Respiratory Syndrome (SARS) was the first major global pandemic of the 21<sup>st</sup> century, demonstrating the devastating effect of a rapidly contagious disease on an interconnected and interdependent world. It served as a warning for the need for global cooperation and collaboration in mitigating its effects, seemingly heralding how subsequent epidemics and pandemics should be approached, such as the bird flu and swine flu [SARS..., 2012]. There are other methods used in creating research knowledge to derive lessons from the past for present and future risks and hazards.

Other researchers focus on identifying, studying, and analyzing specific effects and impacts of epidemics and pandemics from specific academic disciplines. One approach is to use psychiatry to analyze pandemics from the perspective of mental health responses to outbreaks [Huremovic, 2019]. The academic discipline of geography has also been used as a means of analysis. Geography explores “the geographic dimensions of disease pandemics, examining their causes, movement over space, unequal impacts, and emergence of place-specific public health responses” [McLafferty, 2010, p. 143]. Various environmental conditions, such as geography, social and economic status (socio-cultural context), the affected community’s health infrastructure, and other factors, create inequalities in vulnerability and survivability during pandemic events, influencing co-morbidities and mortality rates [Doren, Kelmelis, 2023; Alfani, Bonetti, Fochesato, 2024]. These disciplines create operationalizable knowledge for policymakers and practitioners alike. McLafferty observes that “the landscapes that expose people to pathogens and construct vulnerabilities to disease are continually shaped and reshaped by global economic, social, and environmental processes” [McLafferty, 2010, p. 150] In the context of crisis management politics, opportunities and



threats are created for political actors in power and those seeking power, leading to additional conflict and contestation for political capital and legitimacy. This, in turn, can profoundly impact wider society socially, economically, and politically.

## Conclusion

Morens et al. argue that history has shown contemporary mankind the need “to remain alert, flexible, and capable of changing strategy at any moment as the situation itself changes [Pandemic COVID-19..., 2020, p. 7]. To complicate matters, the changing situation requires not only the good management of uncertainty but good communication about uncertainty to a confused public.” Throughout recorded human history, epidemics and pandemics have periodically broken out and affected various societies and civilizations with varying levels of impact. Epidemic and pandemic events meet the criteria to be defined as a crisis – there is an evident threat to values (such as human life), an element of uncertainty (where and when they shall strike and with what intensity), and time constraint (the longer the event continues, the more damage is done and the longer the recovery time will be). All these factors need to be effectively and sensitively communicated (crisis communications), with potentially severe operational and political implications if mismanaged.

According to popular and academic literature, there are three broad sets of effects and impacts caused by historical epidemics and pandemics: the physical realm, the information realm, and the cognitive realm. The significance, perception, and meaning of interpreted or perceived reality are framed using theories and concepts within the purview of crisis management and/or crisis communication. Both academic tools are used to interpret events and processes occurring in the physical

realm, categorizing and ordering the information into meaningful insights about the risks and threats to human society.

The effects in the physical realm include threats to life, the economy, and even entire societies and civilizations. Historically, the disruptions and dislocations inflicted by pathogens have crippled empires and civilizations. For example, the Black Death in Europe crippled the Byzantine Empire, and various European diseases decimated the native peoples of the Americas. The economic impacts can be equally devastating and destructive. Sometimes the physical collapse of old social and political orders gives rise to new ones better adapted to new conditions.

There are also palpable effects in the information realm, where information and knowledge are sought to drive responses to prevent, mitigate, and recover from the epidemic or pandemic event. This pursuit can drive innovation and new thinking to meet the challenge of the risks and hazards. However, the potential losses and gains of actors resulting from the politics of crisis management can add layers of complexity and challenge, as different political, economic, or social actors seek to better position themselves to challenge or defend their positions. This can include signs of nationalism or xenophobic tendencies to deflect or direct blame.

Finally, there is the cognitive realm, where individuals derive their worldview and perceptions of events in the physical realm. One understandable consequence of an epidemic or pandemic is the potential creation of fear or hysteria. Historically, this has contributed to the downfall of societies and civilizations, as laws, norms, and conventions are ignored by crowds with a mob mentality seeking to preserve themselves from real and perceived risks and threats. The breakdown of civil order can exacerbate an already volatile situation caused by the health crisis. During the COVID-19 pandemic, it sometimes

seemed as though the lessons and scientific orthodoxy of knowledge from long-term experience and practice were forgotten for the sake of pushing a preferred politicized policy that offered the façade of mitigating the crisis amid mass fear and uncertainty created by a simultaneous infodemic.

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# Роль и воздействие пандемий в истории человечества: уроки и последствия

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**АННОТАЦИЯ.** В мировой истории неоднократно кризисы в области здравоохранения в результате пандемий разрушали политический, социальный и экономический порядок в организованных человеческих сообществах. Из этих исторических событий постоянно извлекаются уроки для лучшего понимания будущих пандемий, подготовки к ним и смягчения их последствий. Эта обзорная статья, в которой рассматриваются перспективы антикризисного управления и антикризисной коммуникации, направлена на практическое применение исторического опыта человечества в сфере разработки соответствующей политики. Используя как академическую, так и популярную литературу о прошлых пандемиях, автор статьи пытается применить эти идеи к пандемии COVID-19 в тот период, когда кризис еще только разворачивался. Полученные результаты свидетельствуют о том, что наиболее

важные уроки, извлеченные из прошлых кризисов в области здравоохранения, часто не усваиваются должным образом и не применяются на практике, возможно, из-за политического давления, возникающего во время таких кризисов.

**КЛЮЧЕВЫЕ СЛОВА:** кризисное управление, пандемия, восприятие, ортодоксальность знаний, COVID-19.

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