

Role of Media during Covid-19 Pandemic -Types and Challenges

Sakshi Raj¹

¹Lecturer, Surrendra Pratap Singh Institute of Journalism and Mass Communication, Patna, India.

Corresponding Author: sakshiraj1234@gmail.com

Abstract: - Media being the forth pillar works as a bridge between government and society. Its ability is to indicate and showcase the matter happening in and around the country. Role of media is incredibly crucial and vital. As a result of the audience trust on the media, a person accepts what it shows. During this crisis, media plays an awfully important role in creating individual awareness to matter, and helps them to be safe and healthy. The various reasonably media like, electronic media, print media, digital media with their impact are presented in this paper. There are several challenges at ground level in spreading data to the individuals across the state, of that some are mentioned during this analysis.

Key Words: —Covid-19, Mass Media, Print Media, Radio&Television, Social Media, Challenges of mass media.

I. INTRODUCTION

Coronavirus or COVID-19 is a novel virus that has badly affected the globe. Nobody is unaware regarding the worldwide pandemic scenario that has turned the globe the other way up. The illness COVID-19 (SARS-coV-2, antecedently identified as 2019-nCoV), that causes metabolic process malady has started in China in Dec 2019 and unfold throughout the world. On 30 January 2020, following the recommendations of the emergency committee, the World Health Organization Director-General declared that the irruption constitutes a Public Health Emergency of International Concern (PHEIC). Thanks to COVID-19 illness, the globe has become active internment, and is attempting to fight back. It has created a deep impact on our everyday life routine; not like we have a tendency to apply before. Online content area and unit established completely different freed so as to assist students and lecturers across the globe. Here the media plays a crucial role in our life. Consistent with a survey there's 87% of increase in social media usage throughout internment. Within the time of world pandemic COVID-19 social media activity experiences a bounce of 50X in Bharat. As our Prime Minister Mr. Narendra Modi addresses the state associated with it conjointly there has been witnessed an enormous jump within the intensity of the social media. Here we are able to clearly see the strength of media as they supply emotional support to community. The media has shown their creative thinking at its best throughout this period with info graphics well as funny memes.

They're never backing behind so as to entertain. Daily we have a witnessed a completely different level of creative thinking, to deal with it.

The explanation behind the boost in social media usage may be the varied awareness campaigns through which individuals everywhere in the state have gotten help regarding the preventive measures that ought to be followed throughout to be safe. Not solely campaigns however completely different contents and stats being denoted by the consultants to create individuals responsive to the quantity of individuals laid low with virus or what are the various symptoms of COVID-19. Social media has become one amongst the simplest platforms to unfold news or the other data these days. Individuals outlay a lot of hours on facebook, Whatsapp, Instagram or twitter than the other media platform. Therefore, it's been discovered that the no. of I'D has been enhanced during this pandemic. Not solely helpful content however this flow of data of knowledge has even light-emitting diode to dishonorable information and increase in news and profiles that has caused panic situation among individuals.

II. CLASSIFICATION OF MEDIA

Media which refers to the communication channels through which the various news is disseminated plays an important role in today's era. During this crisis situation it is mass media who informs and aware people about the happenings and also helps in making people stay positive and safe. Media has the facility to form things better also as worse. Here we aim to research the role of media in making people conscious of the crisis. In today's time thanks to the increasing reach and influencing of media, they became a most vital part of society in crisis. Media

Manuscript revised June 06, 2021; accepted June 07, 2021.

Date of publication June 08, 2021.

This paper available online at www.ijprse.com

ISSN (Online): 2582-7898

helps to access the situations by bringing information to managers, policymakers and citizens, and speed is increased with the assistance of which information are collected, accumulated and supplied. Popular opinion is badly affected, in crisis situation; here media helps in controlling the emotions of popular opinion with positivity and help people to boost their voice to succeed in bent the government .During this pandemic situation the media workers should collect information only from credible sources so as to save lots of people from misinformation leading towards confusion or havoc situation. The credibility of the media and channel is additionally affected if there are contradictory facts. Indian media is one among the most important media within the world, and it's thousands of newspapers, magazines, channels and websites in several languages, which covers every small happening around us.

A. *Electronic Media*

Media through which one can spread information or communicate to mass with the help of electronic devices and digital means is termed as electronic media. It includes Television, Radio, Internet and Smart phones. During this COVID-19 crisis, the most accessed medium is this. This medium has found their place, as other medium are in tragic situation and not easily accessible. The reach of this media is growing day by day and lockdown gave a boost to its usage.

Social Media:

An interactive medium which enables users to create and share content or participate in social networking is termed as social media. With over 2.7 billion monthly active users, Facebook is the most popular social network worldwide. Due to heavy users we cannot ignore its impact on our population. Social media has changed the way of transmission and consumption of information. As everyone is free and has the power to share and create content on social media it has great impact on the audience especially during this crisis. The hashtags being used during this pandemic has some way or the other impacted the people. Apart from this the exchange of information or spreading propaganda through social media has played a massive role. Even after many restrictions people are posting and sharing fake news. Lockdown has made people isolated but still the way people are coming out for offering help was incredible. While posting anything on or being online we should be careful of information that is bombarded on social media. Today rumours and propaganda are in greater amount in comparison to the real information. It's a duty of every individual as well as the author to give credible information as

also do not forward the information without cross checking the information.

Social media is not focusing on the ethical rules; rather they are focusing on gaining profit. The focus should be on positive news and not on negative ones.

The most viral hashtag during this pandemic was stay home stay safe. Through this hashtag, people shared their videos and photos by supporting it. It showed that the world is together and we are saving the world by being at home. People are sharing their experience of being at home and are posting different things one can do to make this time useful. Not only common people but also celebrities are also posting the interesting content through which people can be motivated during this crisis. Social media is boosting up our interest by showing us our favourite things to be engaged with in healthy manner-relatively as after all we're all facing it together.

Television & Radio:

The two most powerful medium of media that reaches to the terribly corner of the globe is TV and Radio. The load on media throughout pandemic is increasing because the cases of Covid-19 are increasing day by day. Here the role of each the media is extremely crucial, as alternative medium is not accessible at this moment. Their responsibility has been doubled as that they had to entertain furthermore as offer relevant information to the audience. TV plays a crucial role in building the society, because it works as bridge between government and public. TV has strong power to form however; we tend to see the globe, because it is a versatile medium that might influence the individuals during a massive extent. As we all know that there are two aspects for everything in this world i.e., positive and negative, during this scenario as well there are some positive effect and negative effects of media on society. Once lockdown was declared four hours of advance notice, with no cash and foot left migrants were forced to travel back to their places on foot. During this scenario one faced some media show the issues faced by the migrants and poor individuals on the opposite facet some were showing them as evil for his or her happy-go-lucky behavior throughout lockdown.

Even a number of the media were forced to hide this issue because it makes the news sensational. More over several doctors and nurse were badly trolled by the unwanted particle of society once the cases of covid-19 were found in Asian nation and were conjointly attacked throughout the treatment. As most of the people are in their homes, therefore the want of media is at high rate.

Apart from this government took a really positive step for education. With the help of TV lectures scheduled on Doordarshan for 2 hours in morning and evening a day to continue learning method in lockdown among the students living in remote villages with poor net connections. At the same time, audio lectures are broadcasted on radio. Radio has one of the highest reached in all the media that has been used as academic tool, by government furthermore as individuals throughout this lockdown. For near-blind students efforts are created to induce similar content on radio so students will hear the lectures and continue their learning. As of now, categories from first to ninth are going to be assigned on doordarshan, later it'll be extended to twelfth.

Radio was found to be most trustable supply for information within the time of covid-19 pandemic, as per latest analysis. It states that in covid-19 a complete 82% of population has turned to radio, as FM channels are being classified as second most. Listenership has taken a growth by 23% in lockdown with 36 hours per day. This study was done in top 6 metros of the country, which include Mumbai, Delhi, Bangalore, Kolkata, Pune and Hyderabad with a sample size of 3,300 people. Radio has always been a stable ally to everyone, in both tough and pleasant times. It is a medium, which is used by people of remote village to metro cities throughout. In this lockdown, radio has come out to be one of the trustable information. In these times, once again radio has proved itself as not only being the most reachable medium but also the power and effectiveness of this medium is rapidly increasing. People today are turning to radio for their entertainment as well as credible and genuine information.

B. Print Media:

Covid -19 pandemic has most adversely affected the Indian print media sector. The disruption in circulation and decline in audience of newspaper and magazine, this media is forced to take extreme steps – from decreasing the quantity of pages and motion down their editions to layoffs, regular payment cuts and even leave without pay. This crisis has even affected the top players like Hindustan Times Media Limited, The Times Group, Business Standard Limited and Quintillion Media Private Limited and The Indian Express Group, Since, the method of distribution of newspapers and magazine undergo many steps and involve transmission from one person to different it had affected the foremost. The problem got bigger as a great deal of rumors and myths are started spreading around. This medium has been a victim of such information campaigns and rumors. Hence, the rumor of newspapers being

a possible carrier of the virus has announced an enormous challenge. The larger medium that commands an enormous market share at once went into action to make sure that there's no harm caused by this sector. They initiated multiple campaigns across completely different advertising platform to unfold awareness round the reality. Honorable Prime Minister has additionally mentioned that newspaper has tremendous quality, and plays a crucial role in making awareness regarding the covid-19 occurrence at national and native level. This loss isn't solely confined to newspaper organizations however additionally vendors of agency who offer newspaper door to door suffered a lot. It is additionally necessary to notice that government has enclosed newspapers within the list of "Essential items" in order that folks will simply purchase the newspapers and facilitate them. Even than folks still choosing online subscription instead of risk their life to shop for newspaper. Newspaper however, magazines like Outlook, not only suspended its print edition, and turned to online version of weekly magazine. Several print organizations have turned to online version or E-paper for his or her readers. A number of the dailies have emphasized their readers regarding quality of long reports providing safety rates in newspaper with correct sanitizing at distribution center, gloves, masks and sanitizers distributed to safeguard the risk. Print Media is doing its best to overcome this crisis as early as possible because if a subscription is lost it becomes terribly tough to regain subscription.

C. Advertisements

Radio and television plays a proactive role in informing their listeners, viewers regarding the announcements, aboard educating is employed as a vital supply for advertising in our country. We have a tendency which cannot deny the actual fact that social media like Facebook, twitter however these platform aren't typically utilized by rural folks or it is said that this platform are typically for literate and educated folks. However a country like Bharat where virtually half of one mile folks of all houses have TV and radio affiliation therefore if any of the program or advertisement is shown or broadcast, all can gain access to them despite they are illiterate or literate. Therefore, there is a kind of impact on the life of the folks from advertisement. Since, these advertisements are typically, broadcast, by their leader or any of the renowned person or personalities, whom they follow, there are greater impact of advertisement and communication on relevant topics. The group of people are mostly influenced by seeing renowned temperament on TV or hear them on radio. They are not alone springing up with their innovative awareness campaign

however conjointly providing brands with artistic tools and services and also keeping listeners and viewers knowing and pleased. All mediums have modified their communication strategy focusing a lot of on delivering the messages role of hygiene and social distancing, classes like health care, FMCG merchandise like sanitizers for awareness. Advertising company is proud to be the voice of message that brands would love to convey amidst the Covid-19 occurrence.

III. SURVEY AND FINDING

Researcher has conducted survey on google survey document form, mailed to our relatives, friends and neighbors. All together 100 responses were received. The bulk of responses were between 15 to 20 years old and that they made 50% of the respondents, in which majority of them were students. The respondent were asked, which medium do they use to collect information, 60% of the respondent uses social media for collecting information, 30.9% uses television, rest choose newspaper and radio. The respondent were asked do the TV news channel show positive news, 48.2 % said no, 28% said yes and 23.8% said maybe. Respondent were asked do they cross check the story, 55.2% said yes while 44.8% said no. The respondent were asked about, have they seen any advertisement on coronavirus, 95.4% of them said yes while 4.6% people haven't seen any advertisement. When it came to media credibility, question was asked that Are Media standing along your expectation, 40.7% people said yes, while 29.8% said no and 29.5% said maybe. From the data, it is clear that most of the respondent relies on social media for information and majority people do not feel positivity in news shown on television and most of the respondent cross checks the news and credibility, which is very important in current time. Advertisements are always impactful, and so this research shows. Majority of respondents are getting what they want from media, and media are standing on their expectation.

IV. CHALLENGES

Media ought to show the impact of social distancing by making general awareness among folks. An important role is being play by Media in spreading information to the people across the state. Media help the people to know , realize , understand and comprehend the situation of lockdown that states has ordered and about what is necessary, beside highlight the information of alternative countries and its impact of epidemic. Just in case any individual have any symptoms, in any case they must know the protocols to be followed. To make the people aware about

concerning medical facilities and isolation protocols was a big challenge. Several channels and journalist are criticized for spreading fake news. Our society has been seriously laid low with “fake news”, that diode to increase in hate and violence, and horrific incident of lynching”. As per credibleness, over 80% of individuals in metros have turned on to radio. People are not finding the credible supply in TV or web. Several necessary information don't seem to be given privilege, instead rumors and narratives are shown throughout. Therefore, apart from inquiring government's action freely, media is restricted to solely exhibit to the news that has ability to influence the importance placed on the subject of public agenda projected by them. During this time where 25 to 30 prisoners arrested since lockdown, this is not getting media privilege. News executives are forced to show the influencing narrative of government. The Indian Media are facing the crisis of credibility, which is affecting the TRP and rating. India, have world's most vivacious and competitive media surroundings. Currently it's time to have a reality check and take a glance at what's wrong with it? The media should never be anti or pro government but rather it should be what truly goes within the society. During this crisis news channel should focus more on the medical facilities in the country, the things which should be helpful in fighting the situation rather than showing the conflict between communities or countries.

V. CONCLUSION

Social media is spreading its foot day by day, and growing at a fast speed. In the present situation, it is the medium, which is used to the fullest to get the information about the world. From this study, it is clear that the majority of the people do not feel that the news channels are showing positive news. As we all know negatives square measure invariably sensational, that will increase the viewership and TRP, thus in the news channel shows what people need to see. However, that does not mean whatever the news channels are showing is correct. Moreover, news is news, it can't be fiction. Most of the folks don't trust news in order as they have to cross check it with some authentic sources. Advertising is most powerful tool for conveying the message, by this study it is proved that majority of people are glad by the advertising and are able to understand the message that was given. Media is doing a superb job throughout quarantine, media has won the battle of providing all the information and knowledge to the people, and it is proved by this survey, as most of the people are satisfied by media presentation.

REFERENCES

- [1]. Gadekar, R., Krishnatray, P., & Gaur, S. (2012). A descriptive study of Facebook use among Indian students. *Media Asia*.
- [2]. Gurleen, K., & Sukhmani. (2011). A study of TV viewership patterns among youngsters in north India. *International Journal of Multidisciplinary Research*.
- [3]. Khalid Mehraj, Hakim, Akhtar Neyaz Bhat and Hakeem Rameez Mehraj. "Impacts OF Media on Society: A Sociological Perspective." *International Journal of Humanities and Social Science Invention* (2014).
- [4]. Rajagopal, A. (2001). *Politics after television: Hindu nationalism and the reshaping of the public in India*. Cambridge, UK: Cambridge University Press.
- [5]. Philo, G. (1990). *Seeing and believing: The influence of television*. London, United Kingdom: Routledge.
- [6]. Shalvee, Sambhav Saurabh. "Role of Mass Media and Communication during Pandemic." *International Journal of Creative Research Thoughts*. (2020).