Role Of Media During Pandemic Situation

'Media includes mass media like TV, News channels, Newspapers, Radio, journals, magazines, and Social media like Twitter, Facebook, and Instagram became primary sources of data. They're also vehicles for fake news and disinformation. During a pandemic situation, how should social media be mastered and employed in a responsible way?

The sphere of influence of media is increasing day by day because the coverage of a little news story is extremely wide lately and more importantly during this modern society, media plays the role of facilitator of development, disseminator of data, and being an agent of change. Today, media is taken into account as the fourth pillar of the state everywhere on the planet. More importantly, this is often very true within the context of the biggest democracy like India.

The media plays a really constructive role in today's society. Media plays a crucial role in increasing public awareness and collects views, information, and attitudes toward certain issues. Media is that the most powerful tool of communication in the emerging world and increased the notice and presents the important stage of society. In this decade of data and awareness, there's an enormous and grand role of media, it's all around us once we watch on television, hear on the radio, read to the books, magazines, and newspapers, everywhere we would like to gather some knowledge and knowledge and a neighborhood of this media has got to present a really responsible role for our society. Without the media, people in societies would be isolated, not only from the remainder of the planet but also from the entire formation of the creditable world.

Functions & Responsibilities of Media in Society:- The constitution gives us the freedom of speech in our country. However, we must keep in mind that exercising these liberties includes duties and responsibilities also. Therefore, the Media is a fundamental part of our society and has become a leading influence and also it has an outcome on our Nations' future, viewpoint, and the globe's view of us.

Hence, Media is the way of public communication reaching the large, scattered, heterogeneous and anonymous audience at the same time. Media has proved a boon to human society. Nothing has influenced the lives of recent men because the media have. Media is the powerful means that do not only influence today's world but also shape the globe of tomorrow. In this case, media performs an essential task in order to cast its effect on the audience and maintain the society. The functions of media can be classified into two categories: general functions and specific functions.

Entertainment: As we have seen that the telecast of Ramayana and Mahabharata appears subsequently, during the Pandemic Times.Well! The original idea behind the creation of means is to entertain the masses. Radio, TV, Cinemas, and Magazines spend most of their resources targeting entertaining items and programs. Because of the most of population is at their homes and it is natural that they must get boredom at homes so for the means of entertainment and developing lifestyle, the demand for more entertainment is increasing

News & Current Affairs: One of the major duties of media today is to inform the people about

the latest happenings around them and the world. Whats has happened? How many people died due to COVID? How homeless people are surviving, When will be the lockdown gets over? etc

They also cover all other aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into the creation of dedicated TV and radio channels and magazines. People can listen, watch and read the latest news whenever and wherever they want.

Political Awareness: Prime Minister Modi gets applauded from all over the world for his commendable step of lockdown, whereas Trump has no guilty for the death of around 6oK people who died in the U.S.A due to coronavirus. Hence, Media is the overseer of the political system. If it plays its role honestly, it will be a great force in building the nation. It plays a great role in bringing common men close to their leaders. Hence people can better understand their rights and make better decisions.

Education: Because the power of media is so extensive and huge, it can be used to educate people with very little cost. But On the other hand, it is not feasible, because most of the people do not habile enough to get ample amount of data, We can certainly, Imagine a classroom everybody's phones, but due to lack of data, they can’t use that. Unfortunately, because of the money-making approach of media and lack of interest by the government, very less work is done in spreading education.

Public Announcements: Various authorities and agencies utilize the facility of media to spread informative messages to the public. This may include a warning against a storm or epidemic, delay in arrival or departure of flights and trains, etc. In some cases, it's legally binding to publish notices in newspapers like tenders, change of property ownership, etc.

Surveillance: Surveillance denotes observation. Here observation means to watch society closely. The function of media is to watch society closely and continuously and warn about threatening actions to the mass audience that is likely to happen in the future in order to decrease the possible loss. Likewise, the media also informs about the misconducts happening in the society to the concerned authority and discourages malpractices among the mass audience in the society.

Warning or beware surveillance occurs when the media inform us about threats from hurricanes, erupting volcanoes, depressed economic conditions, increasing inflation, or military attacks. These warnings can be about immediate threats or chronic threats. Similarly, news of accelerating deforestation, substance abuse, girls trafficking, crimes, etc. are also disseminated which can harm the peace and security of the society. News about films are plying at the local theaters, stock exchange prices, new products, fashion ideas, recipes, then on are samples of instrumental surveillance.

Socialization: Socialization is the transmission of culture. Media is the reflector of society. It socializes people, especially children and newcomers. Socialization may be a process by which, people are made to behave in ways in which are acceptable in their culture or society. Through this process, we find out how to become a member of our society or human society in a greater sense. Whenever an individual reads a newspaper or watches television, the individual knows how people react to matters and what sorts of norms and values they perceive on a particular

event, issue or situation. Though the method of socialization media helps to shape our behaviors, conducts, attitudes and beliefs. The process of socialization brings people close and ties them into a single unity.

Print media has wider access to the people; hence it has a strong impact. It plays an important role in the opinion-making process. Now that world has become a global village. Press has the power to turn a dream into reality.

It is the necessity of the hour that the press should play its role within the nation-building process. Instead of being indulged in false propagation media should try to optimize the situation. The role of the press in the education and health sector is far more important than its role in election campaigns. It’s the job of the print media to show the true picture of society.

They have to play a crucial role in educating the people and providing them a clear picture of what’s going on in the world because ignorance is a major problem. Factual reporting is that the essence of journalism and if the press starts reporting facts there would be tons of betterment within the society.