

COVID 19: THE IMPACT AND ROLE OF MASS MEDIA DURING PANDEMIC

In the face of covid-19, Mass Media is a great way for individual & communities to stay connected even while physically separated. From it, not only we are learning the latest news updates on TV & newspaper, but we are also using platforms like Internet, Facebook & Twitter to provide all updates. For the government, it means doing its best to efficiently share factual & up-to-date information. Here are four primary roles that social platforms are playing during the COVID-19 outbreak: ① A source of information (and misinformation): It provides us information to keep us safe, providing us with a better understanding of what is occurring and how it might impact us & those we love. Yet, social media can also spread falsehoods, including miracle preventative measures and more. ② An influence on public response to the outbreak: Billions of people are free to publicly share their opinions on COVID-19 across various social platforms. Social distancing & home quarantine are trending on Mass Media. Until a few weeks ago,

many of us hadn't even heard of "social distancing", which refers to staying at least 6 feet away from others to help prevent the spread of infection. Now, Mass media users, friends, families, celebrities & government are regularly calling for social distancing. Mass Media is Boasting & Shaming panic buying. ③ A marketing platform for selling products like hand sanitizer & facemasks. ④ A powerful way to bring positivity to a scary time as from mass media we are able to know the experiences of other family & friends which helps us to combat both literal & emotional isolation while also reminding us that we're all in this together.