

COVID-19 : The Impact and role of mass media during the pandemic

"The media's the most powerful entity on earth. Because they control the minds of the masses."
- Malcolm

What is COVID-19? What is its full form and where did it originate from? These questions might look like a piece of cake for you, but why is it so? Its only through mass media that we are aware of these questions. In the face of COVID-19, social media is a great way for individuals and communities to stay connected even while physically separated miles apart. In such a pandemic which has proved to be life-threatening, mass media is playing a lead role in sharing us every piece of information possible. Did we ever know what's social distancing, now every individual in every corner of the world is aware of it. The impact and role of mass media during

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the pandemic is seen to be the foremost essential needed. Never have we had more real-time information available at our fingertips in the face of a worldwide event. During this outbreak, we get daily live updates on the count of infected people. We are also getting awareness on how to prevent getting infected from the virus. Billions of people are free to publicly share their opinions on COVID-19. Social distancing and home quarantine are trending. Mass media is a powerful way to bring positivity to a scary time. Fundraisers organised and distributed on social ^{media} help raise money for those in need. People are also posting pictures and videos to share their experiences. They are also working to combat misinformation. There is still a lot to learn and we're just beginning to understand social media's ultimate role. In years to come, it will serve as an incredibly precise case study to influence not just the actions of individuals, but of corporations and government.