



Peer Reviewed Refereed
and UGC Listed Journal
(Journal No. 47037)



ISSN 2278-8158
AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

ROYAL



Volume - X, Issue - II,
December - May - 2021-22

Impact Factor / Indexing
2019 - 5.756
www.sjifactor.com

Ajanta Prakashan



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HALF YEARLY RESEARCH JOURNAL

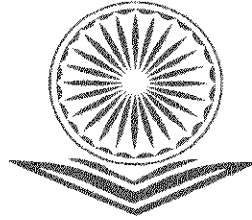
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ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2019 - 5.756
www.sjifactor.com

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Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

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1. Communication Trends that Will Shape up New Normal

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Abstract

When pandemic sweeps through societies, they upend critical structures, such as health systems and medical treatments, economic life, socioeconomic class structures and race relations, fundamental institutional arrangements, communities and everyday family life. People's relationship with technology will deepen as larger segments of the population come to rely more on digital connections for work, education, health care, daily commercial transactions and essential social interactions.

Introduction

As governments gradually remove pandemic- induced restrictions and businesses begin to reopen, there's a sense that we might be returning to the "new normal". During the months of lockdown, we have been writing a new future. We are expecting the future to be all about stability and getting back to normal.

In this paper we talk about what are the certain changes that we might observe once things go back to the "new normal".

Literature Review

In this article, Brian Kropp talks about certain trends that will shape up the new normal. Since there has been a lot of focus on the increase in the number of employees working remotely at least part of the time going forward, he thinks that there are going to some additional trends that will shape the new normal.

1. Employers will shift from managing the employee experience to managing the life experience of their employees: It's become clear that supporting employees in their personal lives more effectively enables employees to not only have better lives, but also to perform at a higher level. According to Gartner's 2020 ReimagineHR Employee Survey, employers that support employees with their life experience see a

23% increase in the number of employees reporting better mental health and a 17% increase in the number of employees reporting better physical health. There is also a real benefit to employers, who see a 21% increase in the number of high performers compared to organizations that don't provide the same degree of support to their employees.

- 2. More companies will adopt stances on current societal and political debates.** Employees' desire to work for organizations whose values align with their own has been growing for some time. In 2020, this desire accelerated: Gartner research shows that 74% of employees expect their employer to become more *actively involved* in the cultural debates of the day. I believe CEOs will have to respond in order to retain and attract the best talent. However, making statements about the issues of the day is no longer enough: Employees expect more. And CEOs who have spent real resources on these issues have been rewarded with more highly engaged employees. A Gartner survey found that the number of employees who were considered highly engaged increased from 40% to 60% when their organization acted on today's social issues.
- 3. The gender-wage gap will continue to increase as employees return to the office.** Many organizations have already adopted a hybrid workforce — or are planning to this year — that enables employees to work from the corporate office, their home, or an alternate third space (coffee shop, co-working space, etc.). In this hybrid scenario, we are hearing from CHROs that the surveys of their own employees are showing that men are more likely to decide to return to their workplace, while women are more likely to continue to work from home.
- 4. New regulations will limit employee monitoring:** During the pandemic, more than 1 out of 4 companies has purchased new technology, for the first time, to passively track and monitor their employees. However, many of these same companies haven't determined how to balance employee privacy with the technology, and employees are frustrated. Gartner research found that less than 50% of employees trust their organization with their data, and 44% don't receive any information regarding the data collected about them. In 2021, we expect a variety of new regulations at the state and local level that will start to put limits on what employers can track about their employees. Given the variability that this will create, companies are likely to adopt the most restrictive standards across their workforce.

In another article by Janna Anderson, Lee Raine and Emily A Vogels, they mention how people's relationship will deepen with technology as larger segments of the population will rely more on digital communication for everything.

- **Worsen economic inequality** as those who are highly connected and the tech-savvy pull further ahead of those who have less access to digital tools and less training or aptitude for exploiting them and as technological change eliminates some jobs.
- **Enhance the power of big technology firms** as they exploit their market advantages and mechanisms such as artificial intelligence (AI) in ways that seem likely to further erode the privacy and autonomy of their users;
- **Multiply the spread of misinformation** as authoritarians and polarized populations wage warring information campaigns with their foes. Many respondents said their deepest worry is over the seemingly unstoppable manipulation of public perception, emotion and action via online disinformation – lies and hate speech deliberately weaponized in order to propagate destructive biases and fears. They worry about significant damage to social stability and cohesion and the reduced likelihood of rational deliberation and evidence-based policymaking.
- **Inaugurate new reforms aimed at racial justice and social equity** as critiques of current economic arrangements – and capitalism itself – gain support and policymaker attention;
- **Enhance the quality of life for many families and workers** as more flexible-workplace arrangements become permanent and communities adjust to them;
- **Produce technology enhancements** in virtual and augmented reality and AI that allow people to live smarter, safer and more productive lives, enabled in many cases by “smart systems” in such key areas as health care, education and community living.

The above mentioned six themes were expressed by the experts in their responses. These experts have forecasted the creation of 3-D social media systems that allow for richer human interaction.

Conclusion

While we all think that 2020 was the year of destruction, we must not lose hope. The new normal will be full of opportunities and possibilities for a better future. As we move into 2021 and beyond, the rate of disruption will potentially accelerate as the implications from

2020 play out across the next several years. The COVID-19 crisis showed that the resilience of the vast global network over which different layers of protocols, software and applications run is being used to exalt the upper applications layer because it is the one that made possible the tele-everything that we are experiencing. Thus, in the new normal hyper-intrusive technology is taken for granted. Instead of embedding privacy, security and protection of individual rights in every layer that runs over the network, in the crisis the new normal is that those concepts are modified to allow technologies to intrude in people's lives (as they already do in certain nondemocratic countries). That paradigm shift will also blur the limits between people's personal, professional and public lives. For example, instances of cyber-sacking – in which one loses a job for comments or information posted online – will become more common, having an impact on the quality of the discussions and information put forward by individuals, and even private conversation held in private groups or within hearing of voice-managed assistants at home might be also processed at that effect.”

References

1. 9 Trends That Will Shape Work in 2021 and Beyond: Brian Kropp
2. Experts Say the 'New Normal' in 2025 Will Be Far More Tech-Driven, Presenting More Big Challenges: Janna Anderson, Lee Raine and Emily A Vogels

2. Role of Mass Media during Covid-19 Outburst

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Abstract

People square measure extremely suffering from this Corona Virus happening. This has become a world crisis currently within which several people lost their lives. Several safety measures square measure being taken to minimize the unfold of this sickness. Like Social distancing and carrying face masks became a necessity. Mass media channels square measure thought-about the strongest platforms to convey data or produce awareness among huge audience. Throughout these powerful times, media channels were a giant facilitate to all or any people. It educated folks on a way to react to such negative things, a way to fight through this pandemic and the way to forestall any further outbreaks. the target of this study is to grasp the role of mass media throughout COVID-19 pandemic.

Keywords: Corona virus sickness, Covid-19, Mass media, prevention, pandemic.

Introduction

Corona virus could be a metabolic process syndrome that started in China within the year 2019. Studies have shown that this virus spreads from one person to a different through shut contact. The virus spreads by metabolic process droplets discharged once somebody infected with the virus coughs, sneezes or breathes. Those droplets is indrawn or directly land within the mouth, nose or eyes of an individual WHO is among those a pair of metres. The COVID-19 virus will unfold from somebody WHO is infected however show no symptoms. it's called well transmission.

Laboratory tests square measure accessible for police investigation coronavirus. For COVID-19, infective agent tests will observe current infection, and protein tests will observe antecedently happened infections. There square measure few ways in which to forestall this virus, that square measure to urge insusceptible, wear a mask whenever you're get in public, observe social distancing, wash your hands typically with soap and water for a minimum of twenty seconds, avoid touching your eyes, nose, or mouth, cowl your mouth and nose with a

tissue (or your elbow) after you cough or sneeze, clean objects and surfaces and avoid shut contact with those who square measure sick and keep home in the meantime you're sick.

Literature Review

According to “Indian Journal of Medical Sciences”, the planet is facing another world pandemic once the year 1918. because of non-availability of any vaccinum and treatment for COVID, the govt. of Asian nation enforced imprisonment from twenty fifth March to thirty first night, 2020 to prevent the unfold of Corona virus. The unlock method started from first June terribly} very strict manner. Mass media channels contend an important role in making awareness among the final public and within the dissemination of the govt. orders/guidelines to the physicians, sanitation staff, as well as the police at grassroots levels. Mass media which incorporates TV news, social media (Facebook, WhatsApp, Instagram, Twitter, YouTube, etc.), radio, and newspapers. Media additionally promoted regular handwashing, personal hygiene, social distancing norms, and news the COVID cases round the world. throughout the first week of Feb, media targeted on China’s tally and screened those on airports. once WHO declared this example as world pandemic, large quantity of hysteria and tension was developed among heaps of individuals that LED to impulsive shopping for of disinfectants, face masks and daily product. Meanwhile, media started covering the shortage of non-public protecting instrumentality (PPE) for health care staff. This coverage helped in golf stroke masks and sanitizers beneath the essential commodities act. throughout the first stage of imprisonment, everybody was motivated to undertake various things reception, and even media rumored concerning social distancing practices followed by the general public. information and panic are wide related to mass media throughout the COVID-19 pandemic. Exaggeration of stories associated with corona virus was done by news channels or social media that created a way of concern and anxiety among the general public. The WHO director steered to not watch or scan COVID news for quite [*fr1] Associate in Nursinging hour each day instead bask in some physical activity or any hobby.

In their analysis they enclosed a group of questionnaires. The form was circulated through Google spreadsheets to the well-known contacts for response and any dissemination, particularly within the state of geographic region, Haryana, Himachal Pradesh, and Union Territory Chandigarh in North Asian nation

Table No. 1 (The Impact of Mass Media on the Public during Lockdown Imposed to Contain the Spread of COVID-19 on Various Age Groups)

Impact (%)	Age group (years)					
	10–19	20–29	30–39	40–49	50–59	60 and above
Anxiety	14.45	14.19	18.18	27.3	22.2	15.38
Stress	16.86	20.32	15.9	27.3	16.67	15.38
Fear	24.09	25.16	43.18	27.3	33.33	7.69
Panic	19.27	18.38	18.18	0	27.78	30.76
None	25.30	21.93	4.5	18.18	0	0

Table 2 (The Preference of Platform of Social Media Used by Different Age Groups during COVID-19 Pandemic)

Preferences of type of media (%)	Age group (years)					
	10–19	20–29	30–39	40–49	50–59	60 and above
Facebook	5	68	22	5	6	4
WhatsApp	35	162	25	6	12	4
Instagram	37	173	6	0	1	1
Twitter	2	21	0	0	0	0
YouTube	33	143	8	2	4	2

Conclusion

Media have created folks follow the final rules and tips and additionally observe safe measures. people WHO seldom scan, watch, or hear the news before COVID-19 square measure currently creating it a habit as a result of there's still heaps to grasp concerning what's happening round the world. It had an enormous impact on a human's behaviour, each completely and negatively (differs from person to person). It becomes a mutual responsibility of the media and U.S. people to to not forward any deceptive data while not validating the facts.

3. Emergence of OTT Platform during the Pandemic Era: Its Influence on Masses

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Introduction

Over the top media / OTT service is an online streaming media service offered directly to viewers via the internet. OTT platforms are audio and video hosting and streaming services which started out as content hosting platforms but soon branched out into the production and release of short movies, feature films, documentaries and web series. This sensational platform has overtaken television through the internet. Platforms such as Netflix, Amazon Prime, Hotstar, Voot, Alt Balaji etc. are entertaining the Indian audience on a large scale. This number has increased ever since the pandemic. Unlike the content provided by cinema or television which is rigidly regulated by CBFC and BCCC, the OTT platforms have no regulatory body over them to control the content streamed and consequently enjoy the freedom. The content shown over OTT platform can be indeed be entertaining but disturbing at the same time. Certain content such as violence, sexual material, gender and community stereotyping and obscenity should undergo the scrutiny of a regulatory authority before going on the media platform.

Government's take on the Issue

The Union Ministry of Information and Broadcasting Electronics, Information and Technology, Telecom and CBFC do not exercise any sort of jurisdiction on such platforms. The government considers such platforms to be intermediaries where they cannot exercise jurisdiction. According to the article published in Indian Express, the government has brought video streaming OTT platforms such as Netflix, Prime, Hotstar and others under the ambit of the Ministry of Information and Broadcasting. These platforms so far under the purview of the ministry of Information and Technology. The government has formed Intermediary Guidelines and Digital Media Ethics Code Rules 2021 under the Information Technology Act 2000. These rules will shape the increasing accountability of the OTT platforms.

Rationale for Selecting the Topic

Recently, BJP leader Kapil Mishra sent a legal notice to Amazon Prime Video demanding that their original show ‘Tandav’ must be removed from their platforms immediately. Also, an FIR was filed against filmmaker Ekta Kapoor in Indore, Madhya Pradesh, the charge being that she had allegedly insulted the National Emblem and the Indian Army in Alt Balajii’s ‘XXX’ web series. Web series such as Leila, Mirzapur, Sacred games popular on Netflix have offended the country, according to the sources.

The reason for the selecting the topic is to know what the audiences actually think about these OTT platforms and the explicit content shown. Should there be need for Censorship on these platforms? Censorship limits the words, images or ideas those are offensive. Censorship is the elimination of any speech, public communication, exhibition that can be objectionable, harmful or sensitive, socially, culturally & politically incorrect or inconvenient as determine by Government, media outlets, authorities and society as a whole.

Some people are against OTT platform while some are for it. The OTT platforms stated that, they think there is thin line difference between a broadcasting channel and an OTT platform. It will get null and their right to freedom of speech under the Article 19 (1) (a) and their expression will be violated. But at what extend this kind of content will affect the society is the question. The study may help to reveal the actual view of people over the degree to which they prefer the content on OTT.

Review of Literature

Sundaravel E. and Elangovan N,(2020), this text notifies, concerning the penetration of cable TV in Asian nation because of rising of OTT platforms during this Covid state of affairs this text additionally predicts the long run of OTT whereby because of customers area unit preferring HD and really artistic content, the 5G is anticipated to make a chance which might undoubtedly result in the promotion of those OTT.

Reshma (2020), states that most of the Teenagers use the OTT platform for his or her personal use that's principally diversion or to cure their ennui And hardly twenty fifth of teenagers use OTT platforms for Academical purpose. These teenagers develop a habit of looking the streaming content that sets a downside to their tutorial life. slippy grades, no active out of doors play And no social life area unit all the negative impacts off OTT platforms.

Nandini Parekh (2017), during this article, she focuses on her survey, that gave her an in depth info of currently throughout the internment folks were perpetually intense completely

different types of media for his or her amusement. 72.7% resorted to OTT for amusement, consistent with the analysis. The investigator additionally found that seventy three.6% folks old a rise in their daily usage of OTT consumption. The investigator additionally concludes that, somewhere these massive OTT players area unit capturing/over powering the cinema halls.

A report by Iraqi National Congress.⁴² states that platforms like altitude Balaji, Ullu, magnetic flux unit Player have fully grown enormously on the support of they're daring, mature content. In fact, all of the altitude Balaji's internet series cater to AN eighteen and audience. This growing class of mature content might seem to create Indians more well-off with sex and make an area for sex quality. because it is claimed that a coin has 2 sides, the opposite aspect to Showing off these express content would possibly produce a negative impact. in an exceedingly country wherever there are not any measures on a national sex Education policy for the youth, additionally wherever crime against girls is on its peak, It becomes necessary to filter this content.

Neeta Nair, IMPACT, the author states the correlation between the daring, uptight and express internet series/ movies on the OTT and also the quantity of advertisers they'll get. Censorship, presently not being a hurdle, these internet series total very well with no quite smart range of sponsors.

Harshit Rakheja Iraqi National Congress.⁴² (2020) because the investigator introduces the phrase, “Erotic Content”, on OTT. it's witnessed a surge in web site visits throughout the internment. A recent report disclosed that the viewership for adult rated content on Netflix, Amazon, and altitude Balaji had gone up throughout the COVID-19 induced internment.

ICFAI (2019) report on “Transition of shopper towards video streaming business. A comparative analysis of Netflix and Amazon Prime.” The investigator mentioned that content is claimed to be the King. The server explicit that Netflix has strength of provision quality content to the viewers.

Mann .et.al, (2015) in report “Digital Video and also the connected consumer” Notified that with five hundredth of smartphone app users aged between eighteen -24 years, the OTT media platforms area unit targeting a younger demographic.

Jamshedpur, the report states that Netflix has dominated over the OTT platforms in terms of quality content. Also, there's a varied comparison of the normal TV and also the digital media.

International Journal on Transformation of Media journalism (2020), this study notifies that the present generation doesn't have the patience to attend for a show to air on the linear platform i.e. TV. The OTT platforms have given their audiences advert free movies and at low rates. This results to the diversion of the audience.

Research Gap

On the basis of ROL, the gap identified is that not many researchers choose this topic as their core idea of research and hence this research comprises of good research content comparatively.

Many researches are available but very few are concentrated on OTT platforms and its censorship and hence there aren't any good amount of research papers and sources available for any new researcher for the same.

This research comes with a very new and unique topic which will bring to the notice that, does the OTT platforms require censorship or no?, And hence this research consist of various topics covered such as survey and research analysis to note the review of the audience to what is their opinion regarding OTT, its censorship and the latest laws that are been made by the government for it, are they valid or not.

Objectives

1. To determine the effects of explicit content on society/youth
2. To understand the limitations of explicit content on OTT platforms.
3. To know if censorship is required for the content shown on OTT platform.

Research Methodology

Type of Research: This research is concerned with analysing the opinion of India's society - towards censorship and adult content on OTT platforms. The researchers chose a descriptive and quantitative research type, to thoroughly understand what the society of India thinks about censorship and adult content on OTT platforms. The researchers believe that choosing these types of research will allow them to know what people are thinking, which has not been described much in detail by others for this topic.

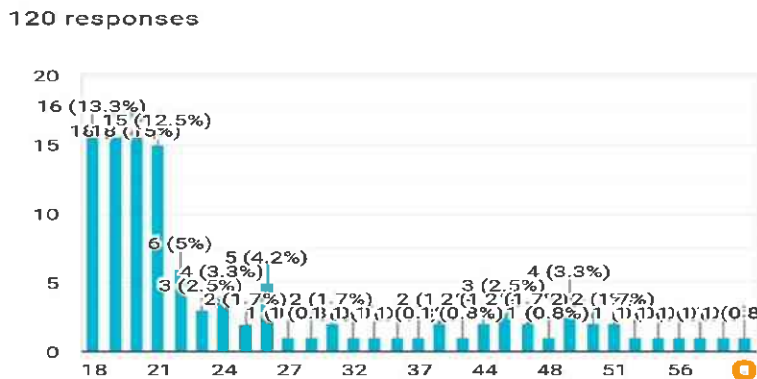
Target Population, Sampling Technique and Sample Size: The target population is general audience use traditional and digital platform for various media content. The sampling method is non- probability convenience sampling; where the sample size was chosen to be 120. Sample frame is Mumbai Suburbs & City.

Data Collection and Instrument: Survey method was used where data was being sent through structured questionnaire. There were 12 multiple choice questions and 3 questions with a short response. The research is based on primary data collected through the online survey and secondary data was collected with the help of research articles and published articles on internet and other media platforms. Newspaper, magazines, research paper, conference sheet and OTT media platforms respective websites were also used to gather the required data. Quantitative data has been chosen by the researchers, to more accurately determine what the majority of the target population think.

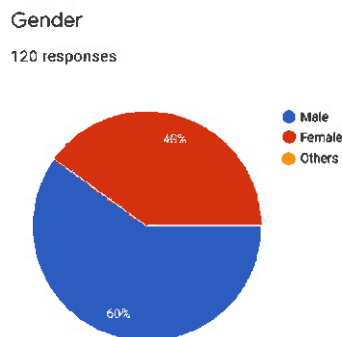
Data Analysis Tools: Data collected was then tabulated and represented with the help of diagrams & pie chart for the further analysis. Interpretations were drawn on the basis of this that gave impetus for revealing the outcomes of the study

Survey & Data Analysis

Age of the Respondents



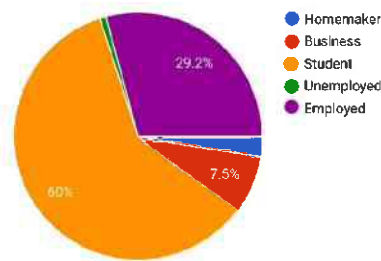
The evidence through this bar graph shows that the age group of people who responded to this survey were from 18-65.



The evidence through this pie chart shows that 60 % male and 40 % female responded to it.

Occupation

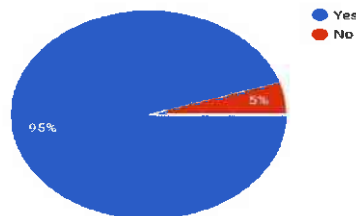
120 responses



The occupation criteria were mentioned to know the acceptability of the respondents. The pie chart clearly states that 60% i.e. majority of the audiences are students and 29% masses are employed which include male and female. 7.5% are the respondents related to the business occupation.

Do you watch content on OTT platforms? (Amazon, Netflix, hotstar etc?)

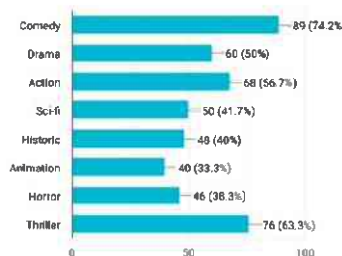
120 responses



This pie chart notifies that 95% of the respondents use the OTT platforms and 5% don't. It clearly states that OTT platforms have tried to gain audiences in this Pandemic.

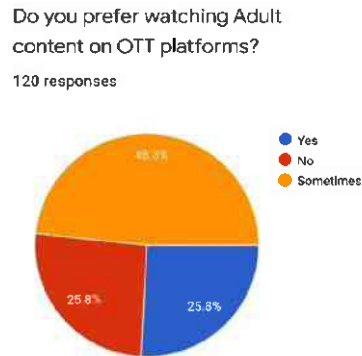
What kind of content you prefer on OTT platforms?

120 responses

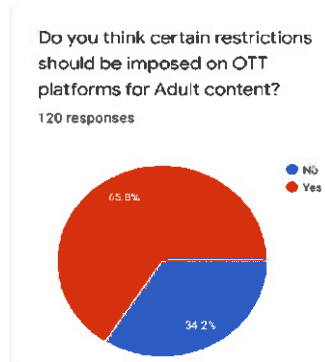


Different genres were added to know the interest of the audiences wherein the bar graph stated that majority of the audiences prefer watching comedy. The second place is

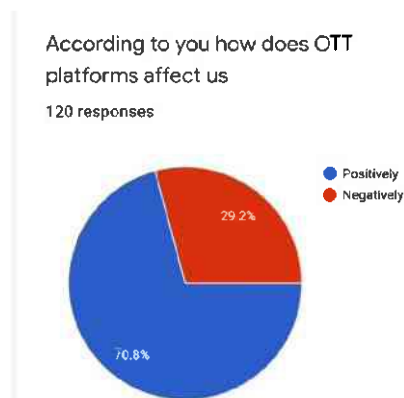
captured by the thriller genre followed by action. The least favourable genre in this graph is animation.



This question deals with the number of audience watching adult content on the OTT platform. The data states that 48.3% of the respondents prefer watching adult content ‘sometimes’.



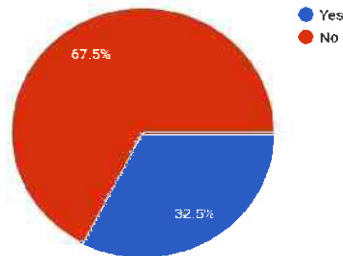
This pie chart proves that 65.8% of the total respondents think that certain restrictions should be imposed on OTT platforms for portraying the adult content.



This pie chart states that 70.8% people believe that OTT platforms affect us positively whereas 29.2% people think it has a negative impact.

In your opinion, does adult content cause us to lose our culture?

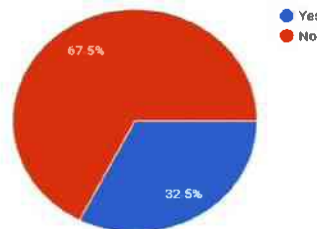
120 responses



This diagram states that 67.5% of total respondents feel that OTT platforms does not cause to lose our culture.

Is showing adult content immoral?

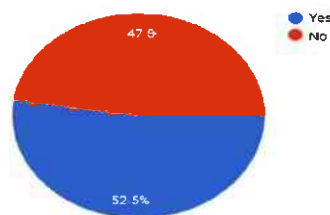
120 responses



This pie chart suggests that 67.5% of the total respondents think that showing Adult content is not immoral.

Are you satisfied with the rules and regulations, the government made regarding the content of OTT?

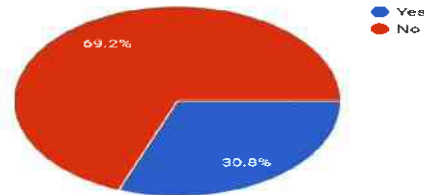
120 responses



This pie chart states that 47.5% of the total respondents are not satisfied with the rules and regulations made by the government for OTT platforms.

In your opinion, are the viewers of adult content on OTT platforms, a bad influence on society?

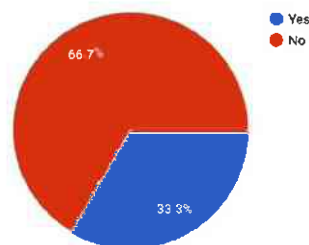
120 responses



This pie chart notifies that 69.2% of total respondents think that the viewers of Adult content on OTT platforms are not a bad influence to the society.

Would you want to ban such types of content from OTT platforms?

120 responses



The respondents are of the opinion that such type of content should not be banned on the OTT platforms.

Expected Outcomes

The proposed research is intended to help further understand the outlook of Indian society towards the contemporary issue of censorship and adult content on OTT platforms. The outcome of this research will benefit further researches which may explore the cause and effect relationship of society and censorship. It will also help enlighten those who produce content on these platforms - to understand what their audiences need. For instance, most of the target population prefer action, thriller and comedy content on OTT platforms.

Furthermore, it will also help to influence censorship on the Media content in one of the cultured country like India, by highlighting what the people find morally acceptable, in today's age. Majority of the people (66.7%) do not want to ban such content and 69.2% feel that adult content is not a bad influence on society. However, the censor board does not reflect most the youth's views. While majority of the target population feel that certain restrictions should be

imposed on adult content on OTT platforms, they also believe it is not immoral – like the censor board believes.

This research will benefit our nation as a whole to understand how the youth have changed – and what they need as the ideal media content on the emerging platforms like OTT.

Benefits to the Society

Over the top platforms are easy to use and can be accessed on any device that has sufficient Internet connection. Devices such as mobile phone, PC, tablets on mediums through OTT can be accessed all it requires is a stable Internet connection.

These platforms are cost efficient as compared to other mediums such as television / cable TV Connections. Television is now counted as a traditional mode of entertainment viewing. The price that a common man pays for cable TV's premium costly package is way more minimal on the OTT platform.

These platforms have a negative side as well. The explicit /18 plus content That airs on these platforms may have a bad influence on many groups of the society, and also not all age groups are convenient to watch contents like these every time.

Not all are convenient talking about 'Sex' in public; Whereas OTT dramatizes and showcases it on various online platforms very openly without any censorship.

People count it as a taboo whereas OTT makes it showcase as a part of every humans lifestyle, and this is also a reason where people/Audience finds OTT As a threat to the cultural ethics of the Indian society.

The main aim of this research program is to analyse the views of the audience with respect to the content that every OTT platforms show and to know what is their review on the new jurisdiction over OTT platform censorship.

Future Scope of Research/ Scope for Further Study

Due to the pandemic, OTT platforms have seen a sharp increase in their user base as well as views. Moreover, the market for OTT please is bound to rise and expand in the future. Hence, this research will be crucial, not just for this period of time - but also in the future. It will help in an establishment of cause and effect related between media, society and censorship. Although the current research is of a small sample, in light of the pandemic; in the future, a more exploratory, and detailed research can be conducted. Since, the rural population of India has not been included in the current research.

These researches are necessary to shape laws that are concerned with censorship and adult content - especially because laws need to be changed as the times change. It will also be necessary for those that produce these kinds of content - new information on this topic will be very helpful and profitable in the future.

Limitations of Research

The existing research is limited to how does the Indian society perceive adult content and censorship on OTT platforms?.

Due to the global Pandemic Covid 19, physical in depth study could not take place. Our research study is limited to the major impact of the explicit and bold content on these OTT platforms. The study also limits itself to the survey analysis of our research topic. Detailed views of audience could be revealed with help of in-depth interviews. Another limitation also suggests the geographical area which is the city of Mumbai.

4. Study on Increasing Penetration of OTT during Covid-19

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Introduction

Increasing penetration of affordable broadband and smartphones, customized OTT apps with innovative pricing models, along with the sheer convenience, have made OTT platforms popular. Covid-19 led to a situation like a house lockup initially, and slowed down the economy like never before, taking its toll in the form of business closures, sweeping unemployment, increasing death toll, isolation and overall slowing down of all things.

But this strict lockdown boosted media consumption. The over-the-top (OTT) platform saw an immense boom, and it became a major source of entertainment for viewers. In India, Arre, Disney+ Hotstar, Eros Now, BigFlix, Hooq, Netflix, Hungama Play and some 30-odd platforms have mushroomed and are being watched by majority households. A recent news story in a national daily noted that there are currently about 40 providers of OTT services, which distribute streaming media over the internet.

There is no doubt that OTT has disrupted the entertainment sector. It has made watching films convenient and handy. Anybody with a mobile phone and an internet connection can watch a film, sitting anywhere in the world.

Not all households have PCs and laptops for each member; the pandemic has restricted movements of people, making social life difficult. To add to that, shopping also means buying from one of the many apps that offer home delivery services; from videoconference calls with family, kids learning via online education to streaming online workouts, a lot of things have changed. Post-pandemic, some of these habits are likely to stick. Companies that had been grappling with integrating technology have had to act quicker.

When life has turned topsy-turvy, what would you expect the people to do? Well, the world is busy binge watching TV shows and films. A recent study showed that mobile data is cheapest in India and this has played a key role in mushrooming of OTT platforms.

OTT pricing is also quite affordable, and delivered over the affordable internet, and it does not require a traditional broadcast or cable video infrastructure for distribution. For telecom, cable, media and content businesses, OTT video subscriptions represent a new business model built around ongoing customer relationships.

Some Factors that have Helped Grow OTT Platforms are

Increasing penetration of broadband: This has played a key role in accelerating the growth of the OTT video segment worldwide. Covid-19, especially, has made governments realize the value of fast connectivity and its applicability in use cases such as advanced telemedicine and remote working, and this has played through augmented and virtual reality. It seems that 5G has the potential to power mobile technology through increased mobile adoption and expanded high-speed broadband internet access via fixed wireless access (FWA). Therefore, governments all over the world are investing in high-speed broadband to amplify broadband coverage and adoption. These initiatives have been playing a crucial role in the success of OTT videos.

Accessible high-speed smartphones: By simply connecting their smart devices with the subscribed OTT services, viewers gain access to content anytime, anywhere, and on their device of choice. This is also aided by the fact that mobile network operators (MNOs), particularly in emerging countries in the APAC and the MENA regions, have accelerated the rollout of mobile broadband, making MNO partnerships and designing of affordable packages. Customers have started gaining access to even more content on their mobile devices. Therefore, the mobile channel is quickly emerging as the most preferred video delivery platform as well as the predominant service distribution channel for accelerated growth.

Innovations in media streaming technology: OTT video was born out of convenience in watching programmes at any given time. People did not want to be tied down to specific times to view content. Instead, they wanted to view content at any time, any place, and on any device. This is the main reason for the rise of OTT platforms. Technology has played a pivotal role in the propagation of OTT video services. Complimentary features such as streaming services being cloud-based, support to live-content with video-on-demand (VOD), a large content repository, zero buffering, and adaptive bitrate streaming taking only a few seconds.

5. New Consumer Behaviour Paradigm Amid Covid-19

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Introduction

In the start of the last decade, Gates Notes (Gates, 2020) released an article emphasizing that beyond the immediate danger posited by the 2009 H1N1 pandemic that claimed the lives of 18,036 people, there were larger implications in highlighting the fact that health systems were unprepared for inevitable outbreaks in the future. The article urged for a 'wake-up call' for investments in capabilities, infrastructure and human resources for health, surveillance and management of deadly epidemic outbreaks. In 2018, following the Ebola outbreak, the Global Preparedness Monitoring Board—an organization consisting of notable global health officials created by the World Health Organization and World Bank—in their first annual report examined airborne diseases such as influenza and suggested that a disease such as the Spanish flu had the potential to spread around the globe in less than 36 hours, killing more than 50 million people. The report highlighted how the existing gaps in global preparedness would compound the implications of a prospective pandemic extending beyond increased levels of mortality and morbidity to destabilizing national security, detrimentally impacting global economy and trade due to changing consumption behavior.

Consumer Behavior Approaches in Times of Crisis

A consumer is a person who identifies a need or desire, makes a purchase and then disposes of the product in the consumption process. A typical consumer's utility is dependent on the consumption of agricultural and industrial goods, services, housing and wealth (Grundey, 2009). No two of them are the same, as everyone is influenced by different internal and external factors which form the consumer behavior. Consumer behavior is an important and constant decision-making process of searching, purchasing, using, evaluating, and disposing of products and services.

The ‘Next Normal’ of Consumer Behavior

Aforementioned behavioural approaches have ruled the market dynamics in the last three decades till COVID-19 knocked at homes and locked us all in. Kotler and Keller (2012) stated that a good understanding of customers’ lives is crucial to ensuring that the most appropriate products and services are being marketed to the right people in the most effective way possible. During these lockdown phases with no mobility and only digital media to connect, authors’ in-depth discussion with marketing professionals of different sectors has led to an understanding that suddenness and universality of lockdown has changed the behavioural dynamics of consumers and has redefined the social spheres and individual orientation. Marketing professionals also viewed their opinion about new order of demand and supply coupled with uncertainty forcing consumption rolled back to Maslow’s primary level needs, that is, need for ‘food’, ‘clothes’, ‘shelter’, safe indoors, social love and belongingness for all socio-economic classes alike, irrespective of segment type. The socio-economic pyramid crumpled and flattened pushing everyone to survive based on essential requirements, inflected by a behavioural driver ‘health and healthy choices’ as rightly said in Vedas, that is, ‘health is wealth’. During Vedic period also ‘health as wealth’ played a very significant role at individual as well as at national level. Health, well-being and food were recognized as the chief essentials for the happiness of family and society in those times. The economic policies were also framed and adjusted according to social conditions, ethical values, health and spiritual views (Dwivedi, 2016). The discussion with professionals indicated that external and internal drivers of consumer behaviors such as personality type, brand image, status, self and self-concept which earlier used to be prominent drivers have become inconspicuous during lockdown days. Further, discussion with consumers specified that economic order quantity of only essential products is the new driver in behavior followed by recycle and reuse of products, as the households have become small consumer unit of production, consumption, co-creation and cooperation. The consumers also opined about a shift from patronizing bigger organized brands to smaller near-home retail Kirana (retail) stores, who showed solidarity in times of need, going beyond the call of duty to ensure essentials are delivered in safe and hygienic ways. The consumers submitted that COVID-19 shock has created a new or revived a behavioural understanding of buying, indicating a conscious shift towards spiritual consumption. In view of the loss of work and shortage of regular income, the age-old principle of spending within limits was recalled.

Conclusion

According to selling professionals, the traces of recent selling models started rising, for instance, on-line ready-to-eat food-delivery corporations directly switch nightlong to delivering necessities like fruits, vegetables and groceries. corporations area unit band along in many-sided collaborations, some formal and a few informal, to advance innovation. for instance, over fifteen pharmaceutical company corporations area unit collaborating in an exceedingly COVID-19 R&D forum to advance, separately and jointly, the foremost promising medicine and vaccinums; and decades-long competitors Sanofi and GSK area unit partnering on COVID-19 vaccine development. to maximise economic recovery whereas protective public health, choices concerning that measures to deploy, once and wherever, area unit created domestically at district-by-district indicating a shift from globalisation to nativeized models with a lift to native retailers and new ways that of communication like mobile electronic messaging to local stores.

6. Changes in Digital Communication during Covid-19 Pandemic

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Governments and public health institutions across the globe have set social distancing and stay-at-home guidelines to battle the COVID-19 pandemic. With reduced opportunities to spend time together in person come new challenges to remain socially connected. This essay addresses how the pandemic has changed people's use of digital communication methods, and how inequalities in the use of these methods may arise. We draw on data collected from 1,374 American adults between 4 and 8 April 2020, about two weeks after lockdown measures were introduced in various parts of the United States. We first address whether people changed their digital media use to reach out to friends and family, looking into voice calls, video calls, text messaging, social media, and online games. Then, we show how age, gender, living alone, concerns about Internet access, and Internet skills relate to changes in social contact during the pandemic. We discuss how the use of digital media for social connection during a global public health crisis may be unequally distributed among citizens and may continue to shape inequalities even after the pandemic is over. Such insights are important considering the possible impact of the COVID-19 pandemic on people's social wellbeing. We also discuss how changes in digital media use might outlast the pandemic, and what this means for future communication and media research.

During the first months of the pandemic, industry reports showed that digital media use tremendously increased as people spent more time at home due to coronavirus lockdowns (Kemp, 2020). Such increases were especially prevalent for social media and messaging apps, but particularly remarkable was the unprecedented uptake in video conferencing apps and programs. Given people's widespread reliance on information and communications technologies (ICTs) for social interaction under such stay-at-home circumstances, this bears further examination. In this essay, we will address the following questions: How did people's digital communication practices change during the COVID-19 pandemic? Who was more likely to increase and decrease their digital communication during these times? And what do

these changes in people's digital communication mean for society and for scholarship on digital media use after the pandemic?

At the same time, as in-person interactions are limited to a minimum, a different trend is taking place where people are now increasingly connecting through video chat apps and services for communication for the first time (Kemp, 2020; Koeze & Popper, 2020). Such an uptake might predominantly occur among the more tech-savvy. However, these new adopters may also include people who typically use digital technology less often and with less skill, but now experience a "push" to connect online (e.g., from their social network). Our data show that among those with lower Internet skills, 63% report an increase in their digital communication using any of the listed methods.

Digital Communication after the End of the Pandemic

The new patterns of communication that have emerged during the pandemic have different potential implications for how things will develop in the future. On the one hand, it may be that people's digital communication increased because of the desire to check in with friends and family more often during this particular health crisis and because in-person means of communication are less possible. It could also be that people have more time available to spend on such communications because of lockdown measures and stay-at-home guidelines. Digital communication behaviors may then revert back to how they were before once the crisis has ended and people become less concerned about their loved ones' minute-by-minute situations and face-to-face communication is possible again. On the other hand, as people adopt new digital communication methods, they may develop preferences for these new approaches and retain them longer term. In short, the motivations unique to the time of the pandemic may result in habits that outlast the outbreak itself.

Conclusion

The pandemic is leading many to identify and adopt novel digital communication methods. The pandemic also opens up possibilities for—and affects how—we use digital media in all other aspects of our lives. If these changing patterns hold long term, we should be explicit when discussing and comparing findings pre- and post- the coronavirus pandemic when it comes to studying digital communication and media use. Moreover, these trends should be explored over time, including their implications for political communication and journalism, education and learning, health communication, science communication, and a myriad of other domains. As digital media become more fundamental to everyday life—a process that has been accelerated by the global pandemic—the study of people's communication and media behaviors is likely to become increasingly important.

7. Role of Mass Media Inducing Fear for the Control of Covid-19

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Abstract

COVID-19 is a deadly contagious infection, first discovered in China during the year 2019. It slowly started spreading globally, and several infections started rising worldwide because the proper treatment and medication/vaccine were unknown during the beginning. In order to prevent the disease from spreading, every country decided to impose a complete lockdown. India imposed a complete lockdown during the last week of March 2020. Only essential services like medicine shops and groceries were open with certain restrictions. People started to spend more time online on the Internet during the lockdown. The usage of social media increased even more during the pandemic as it was the only source of information.

Introduction

Daily rate of infections, recoveries, treatment, Tele-consultation with doctors, booking doctor appointments, availability of hospital and other essential services, news about the pandemic and its effect worldwide- everything was available online. This information made our lives simpler to reach out for information, but on the other hand, it also affected every individual's mental health. Many people were getting mentally upset on hearing the updates. They felt stressed and anxious about the lockdown and pandemic situation. People lost jobs; closed ones due to coronavirus; many people were unable to support their families. People around the entire world faced problems, which were being shared on mass media. People sitting at home and watching this news were concerned over what if the same happened to them. Also, many people became depressed sitting at home for such a long time. Mass media is a powerful and reliable source for everyone to be updated with the latest information regarding what is happening worldwide. At the same time, it can also spread panic and fear amongst the public. All sorts of sources need to verify their information before publishing it on publicly accessible platforms.

In this paper we talk about how mass media affected people apart from keeping them updated, informed and entertained.

Literature Review

In this article the writer Chew. C. mentions how social media has added to the pandemic as an info emic. The WHO declared that they are currently fighting not only an international epidemic but also a social media info emic, with some media claiming that the coronavirus is the first true social media info emic because it has accelerated information and misinformation worldwide and is fueling panic and fear among people. ABC News reported a poll claiming that in the age of social media, anxiety about the coronavirus spreads faster than the virus itself, resulting in public panic worldwide. On the other hand, social media is also a practical platform for the spreading of public health messages to audiences. After COVID-19 appeared and was transmitted to other countries outside of Mainland China, people turned to social media to know more about the virus. According to Molla, in just 24 hours, there were 19 million mentions of COVID-19 across social media and news sites worldwide. Social media impacted the buying crisis, when many people tried to buy toilet paper and other items because of the spreading fear of COVID-19 on social media.

In his research he also conducted a survey and prepared statistical analysis to ensure that his research was to the point and genuine.

The first question in this study asked participants “Which social media platform do you use to get news and information about COVID-19?”

Through the answer to this question, it was clear to him that people spent a lot of time on social media and they depended mostly on social media for any information regarding Covid-

He also covered one important aspect of media while conducting the survey, where he asked the participants to answer a question which was “What news topics you mostly heard/read/seen during the pandemic?”

He also mentioned a very prominent question where he asked the participants to mention how the information that was being posted on social media or any other platform was affecting them?

Conclusion

From the above research review, I feel that media sort of created panic amongst people. People were not able to differentiate which information was correct or wrong. One could argue

that the panic caused by the media was a little worse than the actual pandemic. As media people we have a very important role to play both now and, in the future. Since younger people are also consuming information from social media and then spreading it to their family and friends, universities are ideal places to design courses and symposiums that can help students and faculty discern how to search for, find, and evaluate health information in the case of an epidemic or pandemic.

References

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2. Impact of mass media during the pandemic. - Aditi Malaker

8. Impact of Social Media on Panic during Pandemic

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The ongoing pandemic of the COVID-19 virus, additionally brought up because the coronavirus pandemic, is that the major world health event of 2020. The long absence of a vaccinum, aboard a rising price and also the absence of a globally effective response to the occurrence, renders this pandemic a transparent example of associate degree existential risk, as recently outlined by Ord (2020). Existential risks, for Ord, area unit “new varieties of challenges. They need North American country to coordinate globally and intergenerationally, in ways in which transcend what we've got achieved thus far. and that they need foresight instead of trial and error. Since they permit no second probabilities, we want to make establishments to confirm that across our entire future we have a tendency to ne'er once fall victim to such a catastrophe.”

In order to limit the propagation of the virus, quarantine measures are adopted by several countries across the globe, however not while not drawbacks (WHO, 2020). Qui et al. (2020) have explored the varied sorts of psychological distress related to the strict quarantine measures applied in China, closing that protocols have triggered issues like anxiety disorder, anxiety, and depression. Brooks et al. (2020) printed a comprehensive and informative meta-analysis of the negative psychological impacts of quarantine, noting particularly the prevalence of post-traumatic stress symptoms, confusion, and anger. Their analysis, however, additionally offered solutions for mitigating these unwanted effects. Notable among their work's recommendations could be a decision to lift awareness regarding the altruistic advantages of quarantine, providing the general public with a transparent and positive explanation for its continuing necessity.

During the occurrence, completely different forms and degrees of imprisonment measures were deployed worldwide. As a results of these measures, web and social media usage has been determined in unexampled magnitudes, in comparison with the pre-pandemic amount (for example, ref. Effenbergerite et al., 2020; Fischer, 2020). These outstanding levels

of usage have had plain psychological impacts. Social media will play a vital, positive role by providing a platform for individuals to share their opinions and to relay facts regarding the crisis, however it additionally provides associate degree outlet for registration worry regarding the pandemic. The latter capability needs associate degree understanding of the buffering role that social media will play in shaping the resilience of people towards traumatic events, existential risks or threats (of that a scourge is a major example), however this issue has not nevertheless been self-addressed consistently. Buffering mechanisms area unit the results of a positive perception towards the stressors that is promoted by resilience (see Catalano et al., 2011). within the context of COVID-19, however, another psychological paradigm has emerged. The worry of contamination and, a lot of acutely, of death has been introduced because the hypothesis of coronavirus anxiety (Fischhoff, 2020). A worry that's related to a looming threat as perceived by people. This threat could be a quickly approaching danger that human area unit innately equipped to find and to reply to the present threat's dynamics, whether or not the supply of the input is moving towards or aloof from associate degree organism (Neuhoff, 1998). within the context of COVID-19, this anxiety arises in response to dynamically moving instead of static, threats. As adaptation mechanisms, that scale back the negative impact of threats, take augmented amounts of your time to occur as a result of this quality, emotional responses area unit ultimately intense because the looming threats increase (Riskind and pastor, 2018, p. 16). Such a scenario yields extreme uncertainty, preventing people from organizing a coherent interpretation of otherwise partial and confusing data (Chater, 2020).

In the face of the unknown, this data and decisional overload will lead uncertainty to require over our knowledge. within the extremely changeable context of the COVID-19 pandemic, these potentialities area unit exacerbated, resulting in a general scenario of uncertainty (Yu and Moshe Dayan, 2005). In psychology studies, the distinction between perceived data (i.e., what individuals assume they know) and actual data (i.e., what they extremely know) has been long-established, well before the beginning of social media. Typically, studies have evinced correspondence between these 2 kinds of data to be terribly low (e.g., Radecki and Jaccard, 1995). However, within the presence of associate degree existential risk like the COVID-19 pandemic, associate degreeed in an era within which social media reigns supreme, the gap between perceived and actual data is at risk of increase considerably and ought, consequently, to be interrogated closely.

Conclusion

Given the extent of lockdown measures, online communities are the spaces where such forms of resilience may emerge and take hold. Indeed, from a psychological perspective, our study reveals that social media use plays the crucial role of a buffer, insofar as it manages and mitigates the forms of anxiety experienced by our respondents during the pandemic. Therefore, social media should play a pivotal role in all projected scenarios.

Since the widespread adoption of social networking, new and rapidly changing modes of communication are part of the lives of humans across the world. Online social networks are now essential tools to build and raise awareness about many social issues. Existential risks, such as the COVID-19 pandemic, are assumed to be unprecedented situations that require specific types of psychological responses. The merit of this study is to shed light on how these responses can be facilitated and improved through the use of social media. Moreover, the current findings will eventually pave the way for further research and policies, as we acquire a better understanding of how to confront similar risks and threats in the future.

9. Study of Impact of Mass Media on General Public during Pandemics

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Introduction

During COVID-19 pandemic, newspaper supply has declined due to the doubts about COVID that it can be transmitted through the newspaper also. A survey conducted through telephonic interview determined the lockdown impact on newspaper reading pattern and time spent by the public. It found that readers who spent over an hour reading before lockdown declined by 22 % after lockdown due to the doubt of the spread of infection through newspapers, and many people shifted from print media to digital media.

Misinformation and fear have been widely associated with mass media during the COVID-19 pandemic. The relation between various sources of media and impact on public has been evaluated in a study published in the Electronic Journal of General Medicine. The researchers used a scale to measure the impact of media which concludes that mainly three factors (exaggeration of the media, generated fear, and information received from health personnel, family, and friends) has influence on people.

Social media has a great impact on human behavior, and it has transformed the way of communication in modern days. The outburst of COVID-19 has also been outpaced by the misinformation related to the pandemic spread among millions of people. It has been seen that false information can result in adverse impact through social media platforms because it can spread fast and easily.

A study conducted in Iraq on the potential impact of social media on human behavior shows that social media has a significantly negative effect on mental health and psychological well-being. During the lockdown, people are using social media platforms to gain information about COVID-19. However, the impact of social media on human behavior depends on individual's gender, age, and education.

Misinformation may continue to influence beliefs and attitudes even after being debunked if it is not replaced by an alternate causal explanation. Although some content could be actual and useful, they may be overpowered by false information. Exaggeration of news related to COVID was done by TV news or social media which created a sense of panic among the public at large. The WHO director also suggested not to watch or read COVID news for more than half an hour a day instead indulge in some physical activity or any hobby.

Despite this, the time spending on mass media increased during lockdown significantly. Social media and phonic conversation became the main source of communication during the lockdown. However, after the unlock media also deviated from the corona story to other incidents, including geopolitical conflicts between India and China. This study highlights the need for persistent reporting about COVID-19 to create a sense of understanding of what could happen if we do not follow the universal precautions. However, this study provides an in-depth view of the uses of media and its impact on the general public, but due to the small sample size, the cause-and-effect relationship cannot be established.

Conclusion

Thus, Media could be a powerful tool to produce info to the final public and to push positive setting throughout COVID pandemic, however it should conjointly unfold dishonest info. Media of latest island did nice work by serving to government to combat the unfold of COVID by lightness each facet to encourage public participation. India, with an enormous population of regarding one.3 billion, has a high use of social media platforms. At present, it's the foremost powerful media in Asian nation. Taking it as a bonus public will be intended through social media to follow safe practices to contain the unfold. It becomes the joint responsibility of the media and therefore the people to not forward any dishonest info while not substantiative the facts and therefore the supply of knowledge. there's associate degree imperative ought to develop the suggests that of verification of any COVID-related info to avoid confusions. though it's troublesome to indicate COVID-related reports on twenty-four × seven h basis by any media, analysis of the COVID-related key info shall be done a minimum of once on a daily basis on most well-liked media channels. The mass media shall be promoted; however, the dishonest and wrong info shall be verified/checked before dissemination within the giant public interest.

10. Role of Electronic Media during the Epidemic

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With large portions of the public staying home amidst the COVID-19 pandemic to help stem the spread of the virus, people have few options but to rely even more heavily on media and media technologies to keep updated and stay connected. The firehose of information coming at us daily can be overwhelming. Do either traditional or non-traditional media stand out as being more useful under these circumstances?

It might be that they offer different things to different people. Jeremy Copeland, FIMS journalism instructor, confirms what we all know: that there is a huge generational divide when it comes to consuming traditional television. For many years we've heard statistics pointing to the rising age of TV news viewers. The numbers might vary, but they show a consistent trend towards an aging audience news and talk radio.

With the COVID-19 pandemic looking like it will stay front and centre for months to come, people will need to access different types of media, traditional and non-traditional, to find all the information they need to stay informed, safe and connected.

Electronic media has also made a special effect on the public. Media is something that could create panic as well as provide relief from panic. As most of the part of India is in rural area so dependency on electronic media increases, because it is easily accessible. Even illiterate people of villages and town, could understand the presentation that is given on television screen. Nobody could ignore to repeated items of information and news by the speaker of television set.

As per cases of covid-19 is increasing day by day, the load of media to entertain people is also increasing. Here the role of Television and radio is very crucial, as most of the medium is not accessible. They are loaded with dual responsibility is not only entertaining the audience but also providing with relevant and genuine data. Television has a very crucial role in building any society. It has changed the world a lot that we can't lay aside its presence. In this pandemic time, television can be used as the source of information as media plays a valuable role in

everyone's life. The initial role of media in this time or anytime is to educate, inform and entertain. And here the credibility arrives, things should be told with facts to avoid further conflict or confusion. It works as breeze between government and general public. Television has robust power to make how we see the world, as it so flexible that could influence the people in a large extent. Television is becoming the voice of those whose voice had been gravely. There are two aspects for everything in this world and i.e., positive and negative. In this situation there are some positive as well as negative effects of media on society. Biased form of media could be most dangerous kind of media. Here the narratives are shown as news, many news agencies are still there who shows the information with facts. Why there is a need for calling a meeting and advising media officials to show positive news? What they have to do media knows that very well. Let's talk about the roles of media and how much were done by them. When lockdown was suddenly announced, people were barely given 4 hours of advance notice, which took turn in panic, in which migrants were mostly affected. With no money and no work left, they were forced to go back to their respective places on foot. However a few media houses shown the unpleasant condition of migrants but other media coverage shown them as the evil for their irresponsible behavior during lockdown. Well some of media were forced to cover this issue as it made the news Sensational. Further many doctors and nurse were badly trolled by the unwanted particle of society when they complained about lack of personal protective equipment. Let me take you to the first case of this virus in India, didn't remember? The first case of covid-19 was found in India on 30th January 2020. Well nobody questioned why people from other countries were allowed at that time and why such gathering was allowed? However most of the people are in their home so the need of media is at high rate, we can look at the increase in media grasping. Apart from this a positive step has been taken by the government through television. In order to continue learning process in lockdown among the students living in remote villages with poor internet connections. On doordarshan the lectures are scheduled for two hours in morning and evening every day for interested students. At the same time audio lectures are also broadcasted on radio. For visually challenged students efforts are made to get similar content on radio so that students can listen to the lectures and continue their learning. As of now, classes from 1st to 9th will be assigned on doordarshan, later it will be extended to 12th. I'll how you one kindness of technology, in this fast growing world while everything is online. But still there are some traditional medium which are being used rapidly, people are using it with interest. Radio is one of them, it is one of

the most important educational tool, which is used the most by the people during this lockdown. Every time radio has been one of the most powerful medium to reach masses. Yes, radio was found to be most trustable source for information in the time of covid-19 pandemic, as per latest research. According to AZ Research PPL, during covid-19 a total 82 percent of population has turned to radio, as FM channels are being categorized as second most trustable source in the name of credibility. Credibility score of radio is 6.27, for internet it's 6.44 and lowest in TV with 5.74, as per research. Research shows that radio listenership has taken a growth by increasing 23 percent in lockdown to 2.36 hours every day. It is so motivating that radio is coming out as one of the most credible and authentic source for infotainment. This study was done in top six metros of the country, in which a growth of 2.36 hours was recorded with 23%. The study was done in 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 source. As radio is being one of the crucial medium doesn't only look on to entertainment but also checking upon the genuine and correct information. In these times the power and effectiveness of this medium is rapidly increasing. People are mostly turning to radio for their satisfaction of entertainment and also for the credible and genuine information.

Conclusion

As we know social media is spreading its foot day by day, and becoming one of the most popular online activities for entertainment, but in these days it has become most popular for getting information about the world. According to study, it is true that majority of people are using social media for information. From this study it is clear that most of the people don't feel positivity in news shown on television. As we know negatives are always sensational, which increases the viewership and TRP, so in short they show what people want to see. That doesn't mean the way news are shown is correct. Moreover, news is news, it can't be fiction. Most of the people don't trust news so they cross check it with some authentic source. Advertising is most impactful tool for conveying the message, by this study it is proved, as majority of people are being satisfied by the advertising and understood the message that was given. Media is doing a fabulous job during quarantine, media has won the battle of providing all the information to the people, and it is proved by this survey, as most of the people are satisfied by media.

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11. Influence of Mass Media on Quality of Livelihood during Covid-19 Pandemic among Indian Population

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The COVID-19 pandemic has led to a dramatic loss of human lifestyle worldwide and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating: tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year.

Millions of enterprises face an existential threat. Nearly half of the world's 3.3 billion global workforce are at risk of losing their livelihoods. Informal economy workers are particularly vulnerable because the majority lack social protection and access to quality health care and have lost access to productive assets. Without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food.

The pandemic has been affecting the entire food system and has laid bare its fragility. Border closures, trade restrictions and confinement measures have been preventing farmers from accessing markets, including for buying inputs and selling their produce, and agricultural workers from harvesting crops, thus disrupting domestic and international food supply chains and reducing access to healthy, safe and diverse diets. The pandemic has decimated jobs and placed millions of livelihoods at risk. As breadwinners lose jobs, fall ill and die, the food security and nutrition of millions of women and men are under threat, with those in low-income countries, particularly the most marginalized populations, which include small-scale farmers and indigenous peoples, being hardest hit.

In the COVID-19 crisis food security, public health, and employment and labor issues, in particular workers' health and safety, converge. Adhering to workplace safety and health practices and ensuring access to decent work and the protection of labor rights in all industries

will be crucial in addressing the human dimension of the crisis. Immediate and purposeful action to save lives and livelihoods should include extending social protection towards universal health coverage and income support for those most affected. These include workers in the informal economy and in poorly protected and low-paid jobs, including youth, older workers, and migrants. Particular attention must be paid to the situation of women, who are over-represented in low-paid jobs and care roles. Different forms of support are key, including cash transfers, child allowances and healthy school meals, shelter and food relief initiatives, support for employment retention and recovery, and financial relief for businesses, including micro, small and medium-sized enterprises. In designing and implementing such measures it is essential that governments work closely with employers and workers.

Countries dealing with existing humanitarian crises or emergencies are particularly exposed to the effects of COVID-19. Responding swiftly to the pandemic, while ensuring that humanitarian and recovery assistance reaches those most in need, is critical.

Conclusion

Now is the time for global solidarity and support, especially with the most vulnerable in our societies, particularly in the emerging and developing world. Only together can we overcome the intertwined health and social and economic impacts of the pandemic and prevent its escalation into a protracted humanitarian and food security catastrophe, with the potential loss of already achieved development gains.

We are committed to pooling our expertise and experience to support countries in their crisis response measures and efforts to achieve the Sustainable Development Goals. We need to develop long-term sustainable strategies to address the challenges facing the health and agri-food sectors. Priority should be given to addressing underlying food security and malnutrition challenges, tackling rural poverty, in particular through more and better jobs in the rural economy, extending social protection to all, facilitating safe migration pathways and promoting the formalization of the informal economy.

We must rethink the future of our environment and tackle climate change and environmental degradation with ambition and urgency. Only then can we protect the health, livelihoods, food security and nutrition of all people, and ensure that our 'new normal' is a better one.

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12. Role of Mass Media to Slow Down the Spread of Covid-19

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Introduction

After the year 1918, the world was again facing the worst pandemic named coronavirus disease 2019 (COVID-19), caused by coronavirus. Factually speaking On December 31, 2019, China informed the World Health Organization about the cluster of pneumonia cases in Wuhan city, which subsequently spread to other countries. Government complacency was identified as a critical factor for the surge of COVID-19 cases in India during the second wave. However, little attention has been paid to the activities of the media on the eve of the second COVID-19 surge, where peak daily cases and deaths were four to five times larger than the peak in the first wave. Media attention was diverted from COVID-19 to topics related to farmers' protests, elections, and entertainment (such as cricket matches in the Indian Premier League). This was true across all media outlets—print, broadcasting, and digital, both private and public—with varying agendas.

Media is an important institution in a democracy. It conveys information to the public and draws the government's attention to issues that concern the public. It acts as a bridge between the people and the government. During a global pandemic that has devastated lives and livelihoods, the media's role becomes crucial. News institutions are essential to bringing the government's attention to early outbreaks while also nudging, using novel messaging, the tired public to adopt and sustain potentially burdensome NPIs, such as maintaining physical distance and hand hygiene, wearing a mask, etc. to contain the spread of the disease and limit its impact. Unfortunately, on the eve of the second COVID-19 surge, discussion related to COVID-19 was at its lowest point across all the media outlets. Moreover, COVID-19 related discussions attracted the least attention on Twitter compared to other topics, such as farmers protests, elections, court cases, and police activity.

Given its vast networks of reporters, the media could play a more proactive role in identifying early outbreaks. Secondly, along with the government, the media would need to innovate its messaging regarding the NPIs to the broader public because NPIs are costly to sustain. Thirdly, emerging role of Media on epidemics has shown a cyclical behavioral response with respect to the disease; that is, more disease leads to more demand for self-protection, in turn leading to less disease; however, this results in less self-protection, and this behavior change then leads to more disease.

In light of this, it becomes imperative for both media institutions and governments to reinforce the messaging regarding the pandemic when the prevalence of the disease is at its lowest—which is just the opposite of what we observed in this analysis. Even though media is free to cover any topic in a democracy, we argue that it has to play an essential role during a pandemic to limit the disease’s impact on people. This did not happen on the eve of the second wave, and the lack of relevant information likely intensified the disastrous impact of the wave.

Initially, the virus was named as a severe acute respiratory syndrome – coronavirus-2, some media reports also called it the Wuhan virus, and now, the disease is named COVID-19. Due to non-availability of any vaccine and treatment for COVID, the Government of India enforced the lockdown from March 25, to May 31, 2020 to contain the spread of COVID-19. The unlock process started from June 1, 2020 onward in a phased manner. During the lockdown period, the central and state governments got adequate time to strengthen the institutional capacity to handle COVID cases both in terms of infrastructure development and capacity building. Mass media played a very important role in creating awareness among the general public and in the dissemination of the Government orders/guidelines to the health workers, sanitation workers, including the police at grassroots levels.[4] Mass media includes TV news, internet/social media (Facebook, WhatsApp, Instagram, Twitter, YouTube, etc.), radio, and newspapers. Media also promoted handwashing, personal hygiene, social distancing norms, and reporting the COVID cases around the world. The purpose of this study is to understand the type of existing media, its role, and impact on the general public and to understand public perception about the trustworthiness of mass media during the COVID crisis in North India.

Conclusion

Mass media has played a very important role in the dissemination of the COVID-related information to the general public and to follow safe practices.[4] Individuals who rarely

read, watch, or listen to the news regularly before COVID-19 are now using it in routine. The frontline workers are working diligently, as well as the government agencies are more active due to the information and directions being circulated through mass media. Without prevailing mass media, people have limited access to objective sources of information. During the earlier H1N1 influenza pandemic, it has been seen that more news reports resulted in fewer hospital visits and vice versa. The mass media is a powerful tool to halt the spread of disease during pandemic, and it has a great impact on people's behavior.

13. Mental Health Consequences of Covid-19 Media Coverage

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Mounting research shows that seemingly endless newsfeeds related to COVID-19 infection and death rates could considerably increase the risk of mental health problems. Unfortunately, media reports that include infodemics regarding the influence of COVID-19 on mental health may be a source of the adverse psychological effects on individuals. Owing partially to insufficient crisis communication practices, media and news organizations across the globe have played minimal roles in battling COVID-19 infodemics. Common refrains include raging QAnon conspiracies, a false and misleading “Chinese virus” narrative, and the use of disinfectants to “cure” COVID-19. With the potential to deteriorate mental health, infodemics fueled by a kaleidoscopic range of misinformation can be dangerous. Unfortunately, there is a shortage of research on how to improve crisis communication across media and news organization channels. This paper identifies ways that legacy media reports on COVID-19 and how social media-based infodemics can result in mental health concerns. This paper discusses possible crisis communication solutions that media and news organizations can adopt to mitigate the negative influences of COVID-19 related news on mental health.

Coverage of COVID-19 by Legacy Media

Legacy media encompasses “media originally distributed using a pre-internet medium (print, radio, television), and media companies whose original business was in pre-Internet media, regardless of how much of their content is now available online”. Three forms of coverage can broadly classify the impact of legacy media coverage of COVID-19 on people’s mental health issues: balanced, fact-based, and truth-oriented; biased and misleading; and false and dishonest.

COVID-19 media coverage is inherently harmful; the disease represents an ongoing, deadly pandemic . This intrinsic negativity, which naturally transfers to media coverage of the virus, could cause mental health issues . Research on media effects has long documented that

negative news can lead to mild to severe mental health issues among consumers. Importantly, due to the scale and severity of COVID-19, media attention has been disproportionately focused on pandemic-related news, which could further affect individuals already facing more significant mental health challenges. It is important to note that while balanced, fact-based, and truth-oriented COVID-19 media coverage might be difficult to achieve, it is important that media organizations, as pillars of the Fourth Estate, strive to meet these standards to their best abilities.

When news is biased and misleading, the adverse effects of COVID-19 media coverage on personal and population health and well-being could be more pronounced. Previous studies found that right-leaning media outlets often issue biased and misleading reports on COVID-19, which could, in turn, facilitate the spread of misinformation on the virus. Analysis of a sample of 38 million media reports from January 1 to May 25, 2020 shows that a staggering 84% of misinformation distributed by legacy media was neither challenged or fact-checked before they reached the public, effectively exposing countless number of people to misinformation, such as “miracle cures” or the “Democratic Party hoax,” that could result in substantial human and economic consequences. It is also important to note that fear and panic generated by COVID-19 related misinformation could have a long-lasting effect on people’s mental health that outlives COVID-19 media cycles.

While legacy media practitioners uphold the founding pillars of the industry, journalistic values and ethical standards, the prevalence of narratives referring to the “Wuhan virus,” “Chinese virus,” and “China virus” in legacy media reports on COVID-19 suggests that some outlets are fully capable of producing baseless, and sensational news. Directly associating a group of people, nation, and entire race to a virus will inevitably evoke substantial mental health concerns among those targeted.

In addition to providing the public with trustworthy information, proactive decisions are needed from media professionals, health experts, and government officials to ensure effective delivery of COVID-19 updates to the public (i.e., so as not to cause unintended consequences involving mental health). In other words, crisis communication during COVID-19, especially in light of the mental health consequences associated with relevant media coverage, should have three objectives: to communicate credible and reliable COVID-19 information with the public in a timely, transparent, and truth-oriented manner; to eliminate misinformation and disinformation and halt connected infodemics; and to ensure that the

delivery of COVID-19 information to the public leads to no unintended consequences (i.e., mental health problems).

Conclusion

There has yet to be a national solution or unilateral communication during a pandemic, but considering the pronounced need for valuable media resources during COVID-19 for the greater good [50], health experts and media professionals have a responsibility to step up and put a stop to infodemics and smear campaigns. Stakeholders can battle inaccurate reporting with credible, reliable, and trustworthy information alongside well-developed tools and techniques in crisis communication. Transparency and legitimacy will ultimately help preserve people's health and well-being while bringing global media attention back to a genuine public health concern: how to prevent COVID-19 from spreading.

For future research directions, we believe there is a pronounced need to capitalize on media or communication resources to develop timely health solutions that have the potential to avoid immediate human consequences caused by COVID-19. Since the onset of the pandemic, in Turkey alone, approximately 100 musicians have committed suicide due to financial problems caused by COVID-19. We believe regional, national, and international health organizations and government agencies should invest more media resources into informing and emphasizing help and resources available to people amid the pandemic, compared with updates on COVID-19 infection and death tallies. In other words, it is important for media organizations to honor their roles as pillars of the Fourth Estate amid COVID-19.

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14. Study on Lockdown Consumer Trends that Will Last Longer

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Consumer outlay, a serious supply of economic activity, folded because the initial wave of the pandemic sweptwing across countries in early 2020. All of a sharp, customers were forced to alter behavior, corporations to rework business models, and governments to regulate laws. And even as the coronavirus has affected regions and people in immensely other ways, the economic impact has additionally been terribly uneven. staff ready to work from home have maintained jobs and financial gain, accumulating a lot of savings whereas forced to chop back on outlay from lock downs, travel restrictions, and health fears; others lost jobs and financial gain or closed down businesses and have struggled to pay the bills.

While there's reason to be optimistic for a strong recovery in shopper outlay once the COVID-19 virus is controlled because of repressed demand and a major accumulation of savings, the pandemic, like alternative crises, can leave lasting marks. Understanding what which means for shopper behavior and therefore the recovery in shopper spending—a vital issue for the world economic recovery—is the main focus of this report.

As a result, the polarization of consumption between higher and lower financial gain cohorts might increase. we tend to expect outlay by mid- and high-income cohorts to reclaim to pre-COVID-19 levels between 2021 and 2022, whereas outlay by low financial gain cohorts may drop below pre-COVID levels once input measures expire. (For a lot of details, see sidebar “Our macro methodology”). Consumption is predicted to shift toward older and richer segments, attributable to each a growing share of the population over sixty five and a slower post-pandemic recovery for low-income cohorts. However, we tend to emphasize, this is often extremely obsessed with however quickly health risks recede with vaccinations and whether or not governments offer more economic support.

As short-time work programs have helped to shield employment (although with shorter operating hours), there's a better probability for workers to keep up their jobs and avoid a visit

income in 2021. However, there's uncertainty over what may happen to jobs once government support is withdrawn. Still, we tend to expect the stronger safety internet (including a lot of stable employment contracts and a lot of expansive labor protection) also as mechanisms to shield low-income segments to support the recovery of discretionary consumption.

On the opposite finish, high-income customers didn't expertise as giant a rise in savings as within the us and therefore the consumption drop was a lot of severe in Europe. As a result, high financial gain households might not accelerate their outlay as quickly as within the us, in line with past recoveries as well as the one following the nice recession. Attributable to exaggerated economic uncertainty, savings rates area unit expected to stay slightly elevated when the pandemic, a pattern determined when past downturns.

Conclusion

Once the virus is brought under control and reopening is under way, we expect three factors to determine the strength and sustainability of the consumer demand recovery: the willingness to spend by high-income households, income constraints on low-income cohorts, and what happens to savings. What mid- and high-income households do with their accumulated savings after the pandemic—consume, hold, invest, or repay debt—will have an impact on the consumption recovery. The investments made in real estate or other long-term assets do not have a large direct multiplier effect and may take years to add to aggregate consumption.

15. Study on Lockdown Impact on Readers Newspaper Reading Habits

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The understanding derived from this investigation contributes to realistic troubles relating to reading habits for the period of internment thanks to COVID-19 epidemic in 2020. The people of the analysis is that the colleges of the open kingdom universities of India. The sample of the find out about is that the colleges of Dr. Babasaheb Ambedkar university, placed in Ahmedabad city at a lower place Gujarat nation of the Republic of India. the required findings that occur from this find out about covers concerning, frequency of reading and analyzing materials, supply of reading, variety of reading, motives of reading, time spent for analyzing before and through the internment etc. During instances of crisis, humans find themselves sweet-faced with mode changes. one in all the earliest and most substantive changes seen at some purpose of the COVID-19 internment was however we have a tendency to consume media — and specially however we have a tendency to browse. The typical reading patterns of readers haven't changed with the have a bearing on of the web and digital media. still, analyzing habits, whether or not or not exploitation latest patterns or normal patterns, that play a vital role in up readers' performance. People have a bent to find remedy in sure books, and reading habits and elegance preferences will trade throughout periods of stress. This helps to relinquish an evidence for why a decent deal genre fiction has roots in times of tremendous social, political or money upheaval. Gothic literature is, in part, a British Protestant response to the French Revolution (1789-99). Science fiction, that emerged as a genre round the fin Delaware siècle, accustomed be galvanised through every the economic revolution and also the theories of Charles Robert Darwin. The hard-boiled mystery, that regarded within the Thirties, takes its cues from the privations of the tremendous depression. While it's still terribly early to check the have an effect on of the coronavirus and also the internment on inventive industries, there had been some hanging patterns in media consumption within the early section of the pandemic. visible of those patterns of sterilization analyzing habits at some purpose of

times of upheaval and symptoms that such changes were happening throughout COVID-19, our cluster determined to search analyzing habits among the united kingdom public. we have a tendency to had been particularly concerned within the following questions on the results of the pandemic: • however heaps individuals are reading; • What kind and elegance of texts individuals are reading; • To what extent folks are returning to antecedently study books. As several as 860 participants took innovate our on-line survey, that accustomed be marketed via social media. Our findings exhibit that the COVID-19 internment changed no longer only however individuals browse within the course of times of stress, but to boot what folks flip to for remedy or distraction. Reading frequency Respondents unremarkably according that they were reading quite usual. This was once typically thanks to having further free time (due to being furloughed, or no longer having a commute, or the conventional social responsibilities or recreation activities). This increased analyzing extent accustomed be elaborate for those with caring responsibilities. Several humans with youth steered that their finding out time had swollen unremarkably due to their shared analyzing with kids, however had abundant less time than normal for personal reading. Reading frequency was once equally elaborate by means of a first-rate vs amount snag. folks spent time beyond regulation analyzing and in search of escape, however associate degree incapacity to concentrate meant they created less progress than usual. In short, individuals spent bigger time reading however the amount they examine was less. Genre alternative Despite the first figures showing spikes in interest for content material concerning pandemics and isolation, it looks that individuals quickly worn-out of those topics. several respondents wanted out challenge count that was once a minimum of sure, if now not invariably comforting. Several ascertained solace within the “security” of additional conventional genres. Others determined themselves well less fastidious concerning genre than they'd been before the lockdown: they browse additional, and bigger wide. Many discovered the internment to be a exceptional chance to find things they didn't sometimes have the time or would like to browse (like hefty classics that appeared too stupid or significant to convey on a commute) or to fill different gaps in experience (the protests over police brutality and racism had been named oftentimes because the catalyst for several readers searching for out further texts through non-white authors).

Re-reading

Much as with the desire of genre, readers usually fell into two camps: these that read for exploration and those that re-read for safety. The re readers located solace in previously

examine books: acquainted plots and acknowledged emotional registers helped stressed-out readers keep away from suspense and surprises.

Unsurprisingly, lockdown also made re-reading a bodily necessity for some. Some respondents noted how they were unable to visit the library or browse at the bookstall for new books. Others stated that they actually wished to save money. On the other hand, the participants who mentioned re-reading less than normal all through the lockdown length wanted to use their newfound time to are looking for out new subjects and genres.

The two groups also drew on extraordinary metaphors to describe their experiences: some of the non-re-readers talked about time as a commodity (for example, valuing reading some thing new), while the re-readers mentioned the capacity to travel easily, and with little effort to familiar places, characters and experiences.

The lookup suggests that the lockdown simply did affect the analyzing habits of those who took phase in our survey. But what may be the longer time period implications of the lockdown on how and why we read? And what might take place given the opportunity of a 2d lockdown? It remains to be considered if and how the pandemic might be accountable for persevering with changes in our relationship with books.

It is determined that the majority of respondents are lady college members. Reading habits enriches knowledge and wisdom. Reading habits and their mind-set in the direction of searching for facts and update the subject know-how via reading materials and they spent the time for analyzing and their reading style also studied in this paper.

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16. Five Emerging Trends in COVID-19 Pandemic

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In the history of mankind, nearly 3 billion people have never been trapped in the world. The Covid 19 pandemic is expanding exponentially as the clock is rapidly ticking and the coronavirus is causing havoc around the world. Covid19 has already been declared a pandemic by the World Health Organization (WHO), affecting about 200 countries and territories and killing more than 250,000 people within three months.

Many major international cities, from Wuhan to Tehran, Milan to New York, Paris to London, are currently under heavy attack.

World leaders are doing their best to deal with the crisis, and unfortunately international organizations like WHO are also struggling to deal with the Covid 19 outbreak, so ideas may soon run out. There is. The humble virus has challenged global leadership skills and inadvertently made governments and businesses think about getting the right priorities, especially when it comes to the health of public health systems around the world. As countries continue to fight the coronavirus and fight as soon as possible to develop vaccines; this pandemic is watching five new trends the world sees.

Worldwide Slowdown and Lack of Employment Opportunities

Covid-19 has impacted over two hundred nations round the sector and each state has suffered each in phrases of human loss and monetary slowdown. The globe's 2 biggest economies, the United States and China, had been locked in a alternate struggle fare for extra than a 12 months now and with the pandemic, each economies have suffered because of a lockdown of factories and shutdown of manufacturing lines, etc. The US these days recorded the very best unemployment fee in a long time and their slowdown may have an immediate effect on the worldwide economy. Global economic markets have misplaced almost \$15 trillion really well worth of wealth for the reason that begin of the Covid-19 outbreak. Volatility indexes also are very high, reflecting the uncertainty and tension with inside the markets.

The International Labour Organization (ILO) said that almost 195 million humans have already misplaced their jobs for the reason that begin of the 12 months 2020 and a further 25 million jobs had been misplaced after the Covid-19 outbreak. The International Monetary Fund (IMF) additionally said that the Covid-19 pandemic is projected to decrease the sector output via way of means of 3%.

In the instant future, there appears to be a global recession with a severity worse than that of the 2008 international economic crisis.

Increasing Inequality and Political Uncertainty

The IMF describes Covid 19 as "the darkest time of mankind." The Covid 19 pandemic created confusion and horror, and world leaders didn't have a ready-made solution. So far, more than half of the IMF member countries have applied for immediate funding from the IMF. Globalization suddenly stopped as borders were restricted and the global supply chain shrank. Uncertainty between nations will increase, blockades will be extended, economic revitalization, and anti-vaccines will be found. Risks such as virus infection. In the wake of the pandemic, countries may blame and forge the alliance. The process of fighting Covid19 and the post-Covid19 world have revealed increasing social and economic inequality around the world. These times test the governance, management, and vision of all world leaders. The roles of major international organizations, especially WHO, are being discussed and the functions of these organizations are subject to change at a later date.

Changes in Social Behaviour

Measures such as an extended lockdown period, isolation, and enforced social distancing can impact the fabric of society in general. People might develop anxiety due to increased uncertainty, job insecurity, or lack of social support, leading to a rise in alcoholism, divorce, suicides, domestic violence, drug abuse or other harmful behaviour.

In the aftermath of Covid19, the idea of holiday travel will also change as airport security becomes more stringent, surveillance in public places will become more intensive, and working from home may become the norm for most of the workforce. As such, governments will have to clearly set out action plans for dealing with the mental wellbeing and health of their citizens.

Governance Paradigm Shift

The positive externalities of the Covid 19 pandemic in many cities of the highly urbanized world were reduced pollution, reduced industrial activity, reduced waste, and

reduced toxins produced. Environmental protection, digitization of the informal sector of developing countries, and doing business remotely with minimal mobility are some of the trends that emerge in governance at various levels in both the public and private sectors. Governments, especially developing countries, need to focus on population control measures, increase investment in public health systems, develop IT infrastructure and reduce carbon dioxide emissions. The concept of basic income for all households will reappear in political debate. The Government will also invest in defense mechanisms, especially those aimed at combating bacterial and biological warfare, and establish specialized agencies to address these potential threats. Increased funding will go into professional training, R & D and infrastructure of countering possible virus attacks or related ones in the future.

The New World Order

Covid19 pandemic exposed some of the weaknesses of the West. Considered one of the most powerful and successful cities in the world, New York is one of the cities with the highest rates of viral infections and deaths. Many European countries, such as Italy and Spain, were also hit hard when the Covid19 crisis overwhelmed the healthcare system and communities. However,

Asian countries such as Vietnam, South Korea, Taiwan and Singapore have shown willingness and speed to respond to the crisis. With Covid19, countries such as Bangladesh, Vietnam and the Philippines will keep an eye on companies looking for new production areas and prepare their economies as new production centers. China managed to survive and overcome the Chinese pandemic, but India will also recover and create opportunities. China and India are now becoming very important parties in world trade and international cooperation. The shift of power from the west to the east is clearly underway and the New World Order has just begun.

The ongoing crisis provides us with an opportunity to think about priorities at the state, family, or individual level. At the institutional level, it's time to invest more resources in public health systems, R & D, infrastructure, and medical training. At the individual level, all citizens need to think about our ideas of improving quality of life, such as lifestyle, consumption levels, and respect and protection of nature through dependence on technology. The pandemic was undoubtedly spectacular for many world leaders competing for economic success and expansion. In the face of this crisis, all world citizens and world leaders need to truly

understand the fragility of human life and the implications of coexisting as humans in other species on this planet (Trinadh, 2020)

Conclusion

The impact of COVID19 has been compared to the global financial crisis of 2007-2008, to World War II, and to crises that can only be seen in history books. This may seem dramatic, but pandemics have had widespread impact on almost every aspect of development, like some of the crises so far. What is the full scope of the pandemic to collect and analyze data, tailor and develop funding to meet national needs, end extreme poverty and continue work to promote common prosperity? You don't even know the year. To effectively accomplish this mission, we continue to be a long-term partner in our client countries, providing the data, technical support and funding needed to guide the global community from this truly global crisis (Blake & Wadhwa, 2020).

17. Role of Mass Media and Public Health Communications in the COVID -19 Pandemic

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Mass media plays a very important role in transfer of information and gathering people's opinion. It is one of the most powerful mediums to create a strong opinion about any particular thing, personality, any discussion, etc. And in the present situation mass media played the role in conveying information from east to west and north to south. Mass media is one and only, that 24X7 breaks out live reporting, sports, entertainment, etc. From symptoms of covid-19, precautions to prevent covid-19, number of people infected from coronavirus, number of deaths due to virus, to, number of people getting recovered, etc. mass media has been successful in conveying information from shelter to shelter.

According to news broadcast and news reporters the outbreak of the coronavirus disease (COVID-19) was initially notices in a seafood market in Wuhan city in Hubei province of china on mid-December 2019 and till the time it has spread its areas more than 215 countries worldwide (WW). WHO (World Health Organization) declared coronavirus a pandemic on January 30, 2020.

Mass media has an important role in diffusion of information, during COVID-19 pandemic also helped to promote preventive behaviour. Many news channels also initiated for the surveys regarding different categories like any ill persons at home, symptoms of covid-19, cases in localities/ area / region. When the entire world was inside their residence then that time media was going in the forward direction to go through many search and reports about the covid-19 disease and pass every single bit of information to the audience. However the media exposure to covid-19 information influences the adoption of prevention attitudes and behaviour through making people believe that maintain cleanliness and proper self-hygiene is very important and one should follow a proper routine to maintain good health and safety by washing hands regularly with hand wash and properly sanitizing their hands with the sanitizers containing appropriate amount of alcohol percentage in it, also sanitizing common areas at

home which come in contact with other member of the residence like utensils, chair, tables, shelves, floors, door knobs, etc. WHO raised international public health concerns for the Pandemic? According to the resource's media confirmed that in mid-year of 2020 there were more than 13 million people affected by this disease and around 0.6 million people have been reported death due to covid-19. Between December 31, 2019 when the Chinese authorities declared their first case of pneumonia of unknown genetic to until January 3rd, 2020. A total 44 cases were reported to WHO. These reporting were taken casually in the beginning but subsequently, the novel coronavirus was identified on January 7th, 2020 and then this identification of the disease was shared to the world through Media. WHO named the disease as 'COVID-19' and causative virus as 'SARS-CoV-2' on February 11th, 2020. Covid-19 was named due to the genetic resemblance to the coronavirus caused the SARS outbreak of 2003. Through mass media Doctors could easily convey the message of the symptoms and precautions of the coronavirus. Researcher established that the disease has mostly originated from bats, mutated to infect humans, and transmitted by droplet routes among humans. Since the origin occurred in a wet market, the media criticized the Chinese for consuming live animals like bats, snakes, and dogs. Previously known as 'Wuhan Virus' and 'China coronavirus', and subsequently called 2019-nCoV, and then in this way on February 11th WHO (World Health Organization) officially named the disease as "COVID-19". And in this pandemic situation mass media has played a huge part in giving inputs to people and mass media has its hands in the safety of the world by consciously keeping the audience updated every now and then. Media not only provided the audience with the counts of Covid-19 cases but at the same time it also made sure that people do not get depressed or discouraged by listening so media also helped people in being healthy by some boosting of immunity by broadcasting yoga and meditation. Indian government also made an initiative that this (20th century) generation are also educated with the great stories from the era of god and goddess. Most popular television programs like "Mahabharata" and "Ramayana" were the most popular source of education and entertainment at the same time during the lockdown.

18. Popularity of Webseries during Pandemic

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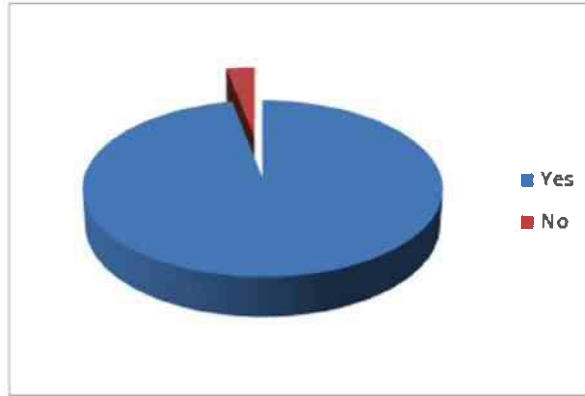
OTT platforms and internet series are getting a lot of and a lot of widespread among teens, particularly throughout the blockade of COVID-19 and also the decline in TV viewers. several studies have shown that the OTT platform could be a rather more individual medium than tv, which kids will higher establish new varieties of internet series content. a brand-new generation of Indian internet series is leading millennials to a paradigm shift from ancient tv. this is often another amendment for ancient film viewers from a 70mm huge screen and a 40-inch TV to a 6-inch mobile screen within the finish. This pandemic has more accelerated the expansion and business of OTT platforms like Netflix, Amazon and HoiChoi. The closure of the film halls and rare smart content on tv has forced an enormous portion of the audience to migrate to on-line platforms for recreation in search of quality content.

An investigator of on-line streaming content mentions that not like many shows and films being created today, created in Heaven directly addresses and foregrounds current sociopolitical realities, particularly those that don't conventionally work into thought narratives. Another investigator states the net series square measure widespread "for the younger generation, taut storylines and well-defined characters square measure definite attracts. As square measure the actors themselves—with not precisely film industry appearance, they're a lot of lady around the corner or faculty going neighborhood kids. The Brobdingnagian canvas—gangster, romcom, spy heroic tale, horror, adult shows—has detached a full new world not only for actors, however conjointly for the Indian audience. The internet series is created within the native language and genre, thus actors and viewers haven't any alternative.

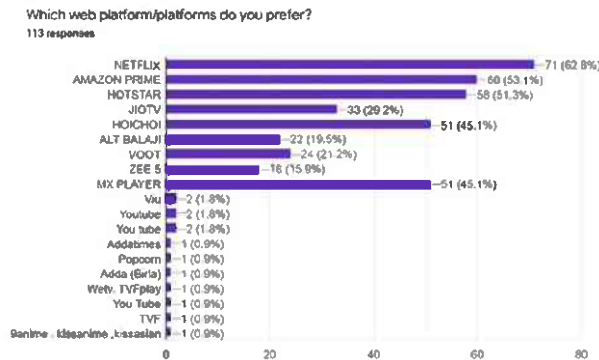
So, we tend to conducted {an online an internet an internet} survey to analyze the viewing habits of young viewers and also the quality of web series. Asked regarding your favorite internet series, genre, and OTT platform. we tend to conjointly sought-after to try and

do more analysis to investigate why they prefer to watch internet series and also the changes they create.

Findings of the Survey



Interestingly, regarding ninety-seven of respondents aforesaid they were observance an online series, however solely three-D aforesaid they weren't interested. 64.6% of the respondents' square measure feminine and thirty-two.7% square measure male.



The figure on top of shows the various platforms that viewers like. From the figure on top of, you'll be able to see that Netflix is that the most well-liked platform at sixty-two.8%, followed by Amazon Prime at fifty-three.1% and Hotstar (51.3%). However, Mx Player and Hoichoi are not too late. There square measure some less widespread names like TVF, Addatimes, Popcorn, Viu and Zee5. twenty first of respondents see Voot.

A survey found that eighty-two of respondents conjointly likable the comedy genre and seventy fifth conjointly likable the romance genre. different widespread genres that the audience longed for were action, crime, and drama. a little a part of the audience aforesaid they required to post a lot of content supported phantasy and horror stories. Therefore, there's

conjointly area for viewers and house for such content, and there's area for profit. However, the comedy and romance genres dominate. this permits producers to target a large vary of content once making internet series to succeed in a bigger audience. a number of the foremost widespread among the respondents' square measure the Sacred Games, Byomkesh, Kota (Das & Chandak, 2020)

Audiences round the world fall infatuated with Korean stories, artists and culture, and Republic of India is not any exception. let's have a look at why Kdramas has sweptwing Republic of India. Since last year, once it involves diversion, OTT has been everything you'll be able to name. Content consumption at OTT has peaked, particularly throughout pandemics. With the exception of Hindi, English, and native languages, folk's area unit hooked in to Korean content, particularly Korean dramas, or supposed Kdramas. the increase of K Dramas in Republic of India and its large quality in an exceedingly pandemic solely proves that nice content appeals to viewers round the world. scrutinize the newest sensation, Squid Game. this is often a show that has been eaten up by viewers in additional than ninety countries and has attracted 111 million viewers worldwide. Korean stories area unit seen and blue-eyed everywhere the globe, and Republic of India is not any exception. Today, articulate stories, notwithstanding language, will create North American nation laugh, excite, or offend. producer Millap Zaveli considers the Korean polymer to be terribly "Hindi or Bollywood". Analyzing the charm of Kdramas, he adds: "The squid game was a tremendous show and therefore the world blue-eyed it. Kdramas thrives on emotions, heroes, anger, and family. it's nice soundtracks, however songs and dances. It's virtually identical as our content, except that it's usually "movie-like," however after all, it is also rather more cruel and violent than our content. however, its essence fits well with Indian sentiment. because of the pandemic and therefore the boom in OTT platforms, we tend to complete that content wasn't tied to language. folks everywhere the globe area unit intense differing types of content, and subtitles area unit extremely helpful. It's nice to envision content from round the world and see our own content. " There are a unit all types of K dramas out there, however those that stand out area unit the Zombie heroic tale, Kingdom, teenaged Climb additional Calcular, Horror Drama Sweet Home, Climb Drama Vincenzo, Romantic Drama-The Heirs, Goblins, Crash. It's landing. you're a number of the most important hits. Netflix, Associate in Nursing OTT platform, began operating with Korean filmmakers and abilities in 2016 to screen over eighty original Korean shows and films. A Netflix interpreter explains why the Korean story has relevancy to Indian

viewers: and therefore, the real story can resonate with viewers round the world. Netflix subscription and synchronize in over thirty languages. The ever-increasing fan base of Korean stories and characters in Republic of India proves this. Subtitles and soundtrack slim the roadblock and members area unit enjoying discovering real K content. the quantity of viewers of Kdramas on Netflix in Republic of India inflated by over 370% in 2020 compared to 2019. Ali Abbas Zafar, the producer United Nations agency directed Salman Khan's leading actor Asian country (2019) supported the 2014 Korean film "Ode to My Father," said: With Associate in Nursing Indian audience. additionally, the very fact that the standard of their content is great and that they area unit thinking a touch ahead. Their stories area unit before their time, however they're still relevant, so that they area unit providing one thing new. All of those points attract a global audience, and therefore the Indian audience is a component of the international audience, thus it's well efficient for them. " several celebrities additionally get pleasure from Kdramas and area unit hailed as "fans". Divyanka Tripathi Dahiya loves however creators play content "even within the simplest stories". She states: "There is not any limit to your power. If you are doing that, insert the plot into the set example however they're going on the far side that, and typically even on the far side Hollywood. Actors, costumes and visual displays area unit acceptable. The acting skills area unit wonderful and really friendly. It's sick person, however I blue-eyed the script and therefore the stratification of the characters, and therefore the behavior of Kim Soo Hyun and Seo Yea Islamic Community I used to be thus drug-addicted that i could not stop observation (Awaasthi, 2021).

Conclusion

Webseries are a great way to entertain but also serve as a major addiction for majority of youngsters leading to depression, loneliness among adults and teenagers. Limited access to Webseries can bring sheer joy and can also boost creativity.

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19. Advertising and COVID-19- CSR

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A few months after the first infection in Wuhan, China, the coronavirus continues to tackle the crisis and spread around the world. The COVID19 pandemic poses an unprecedented challenge to the global economy. Companies around the world are trying to combat uninvited difficulties and are doing their best to save stakes. However, despite difficult times, Indian companies are making every effort to fulfil their social responsibilities as a post-pandemic company. Some have chosen to support the government's PMCARES fund, while others have chosen to play that role in an independent manner. 4,444 Indian companies have sincerely supported the Prime Minister's Emergency Citizenship Fund (PMCARES). Both government and private organizations donated to the PMCARES fund. The National Thermal Power Corporation of India (NTPC) has donated Rs 257.5 billion. The Steel Authority of India Limited (SAIL) has donated 30 rupees. The Vedanta Group has made the fund available for Rupee 101. The Reliance Group promised 500 rupees, while Bharti Enterprises and its companies such as Bharti Airtel and Bertie Infratel promised more than 100 rupees. These are some of the many other companies that have joined the country in the fight against the coronavirus. In addition to the company housing, employees also promise to participate in a global battle with the pandemic. NTPC employees donated a daily salary of Rs 7.5 billion. SAIL staff did the same and raised 9 rupees for donations. Bharti employees also make personal and voluntary contributions through the platform set by the company. The Balti company will replenish the amount donated by the employee and the same will be donated to the COVID 19 Initiative (Shaheen, 2020).

These days, CSR has become an integral part of any company's business strategy. This includes a variety of ways in which a company can make a positive impact by demonstrating its commitment to economic and social development. In recent years, marketers have become increasingly focused on corporate social responsibility. Companies such as Google, Microsoft, Disney and ITC set an example and set an example for ecosystem sustainability and diversity.

According to the Company Act, "A particular class of profitable enterprises must spend at least 2% of their three-year net income on activities in the area of corporate social responsibility (CSR) in a particular fiscal year. there is". As the outbreak of Covid-19 continues around the world, there is already a significant economic slowdown around the world, affecting most industries. However, even in these difficult times, it is encouraging for businesses and marketers to move forward and develop strategies to support society. In light of the epidemic of the coronavirus in India and the WHO declaration of a pandemic, the Government of India has announced that it will issue funds to mitigate Covid 19 as part of its CSR activities. At this time of the global crisis, various marketers are strengthening their strategies and coordinating them in line with government announcements. Brands should see this as an opportunity to look inside and be as witty as possible about the cause. Many companies and companies donate a certain amount to the PM Cares Fund established by the Government of India, but masks, disinfectants, gloves, medicines, food for disadvantaged people, medical facilities, hospitals, etc. Some companies are focused on providing important essentials. The brand also invests certain parts of its CSR fund in the Covid fund. They also run health check camps in Tier 2 cities to help migrants take direct tests. Few brands are willing to make ventilators, disinfectants, heat testers, and drones that are helping the government fight this pandemic situation. While the nation is banned for 21 days, the current scenario focuses on new ways for brands to contribute to society. Given the ongoing situation, marketers approach with creative campaigns to combat crisis and raise personal awareness of social distance and self-defence to emphasize the importance of being indoors. It is important to guide. Sufficient migrant workers and society about the current crisis if some companies have launched digital campaigns on social media such as #SafeHandsChallenge, #NamasteKaro to help governments towards social distance. It is also important to educate and sensitize serviced departments. You need to take precautions. The above example shows how some companies work on public sector organizations, while others are bridging supply chain gaps affected by the blockade. Given the scale and urgency of the situation, brands need to help shape the solution as an effective response to the Covid-19 outbreak. Together, through the right channels and voices, we can help protect our country and fight this pandemic (Patra, 2020).

COVID19 has been classified as a pandemic by the World Health Organization (WHO). Infectious diseases have seriously disrupted the socio-economic situation of the planet. Social distance expansion played an important role in containing the spread of this

deadly infection. In March 2020, the Government of India and the State Government announced a national blockade to promote social distance. This has allowed the people to essentially maintain both social and physical distances. The extended closure exacerbated financial difficulties. The problem was due to the high population density and lack of awareness (due to lack of education). Here, the importance of CSR is demonstrated. This pandemic era has played an important role in helping people do their best to survive difficult times. CSR refers to the process of interaction between a company and its stakeholders and the general public, and is a "self-regulatory business model" that creates scenarios of social responsibility.

Three pandemic policy changes have affected the scope and nature of CSR spending Covid19 the pandemic is devastating around the world and India is not excluded. It will be difficult to emphasize the positive developments going forward. But strangely there is one. It helped to deepen the idea of corporate responsibility or irresponsibility for society in corporate consciousness. On the other hand, I have taught companies that things can no longer be done as before. Second, it helped to focus on the idea of corporate irresponsibility as a downside to corporate social responsibility. To give justice to the corporate world, the idea of corporate social responsibility was already slowly infiltrating corporate consciousness if compliance with Section 135 was shown before the pandemic began. Since the enforcement of the Companies Act in 2013, corporate spending under Article 135 has steadily increased.

Conclusion

One of the last signs of a positive trend is that businesses recognize that corporate social responsibility and corporate social responsibility are both sides of the same coin. That irresponsible behaviour can repel the company, damage its reputation, and thus damage its profits and productivity. Covid19 was not directly caused by changes in the environment, but showed how closely the world is related and how irresponsible behaviour in some parts can have global impact. Imagine the melting of glaciers, the rise of the sea, the extinction of fishing due to plastic pollution, etc. instead of viruses. Shutdowns, labour migration and supply chain impacts have had a calm impact on the careless pursuit of higher profits. At least that's what people want. (Sundar, 2020)

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20. Impact of Pandemic on Marketing

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The global coronavirus (COVID19) epidemic has changed spending on advertising, marketing, promotion and media, allowing businesses and brands to maintain stable revenue flows now and in the future. One need to rethink your thoughts on the campaign. Brands are now trying to get the right attention in the event of a global health emergency, but in the future, it means market changes, intensifying competition and demand for creative and aggressive marketing practices. As brands coordinate and understand how to promote their products and services in the COVID 19 crisis, government agencies are to protect vulnerable consumers, monitor aggressive marketing campaigns and end COVID 19 scams. We carefully monitor potentially unfair and fraudulent business practices. The Federal Trade Commission (FTC), Consumer Finance Protection Agency (CFPB), US Food and Drug Administration (FDA), and Attorney General have subpoenas, warnings, and cease and desist companies attempting to exploit vulnerable consumer fraud and a letter of action was sent. "Essential" consumer goods marketing, fraud, and price assault. Brands carefully schedule marketing campaigns and planned content as FTC and other regulators play a more active role in combating misleading, unfair or abusive advertising and marketing. One need to carefully evaluate both the language and images used in advertising and marketing, especially in social media marketing. Brands need to comply with regulations regarding the use of social media, influencers and advocates, promotional materials, gift cards, and charitable sales to minimize the potential for enforcement measures and competitor demands and challenges. Known worldwide as COVID19, the new 2019 coronavirus creates unprecedented financial and health concerns and may change the way businesses operate in the future. This transformation is limited not only to how your business works, but also to how you maintain and grow your brand and customer base. Central to this concern is how businesses attract consumers and promote their products and services. Corporate advertising, marketing campaigns, and promotional activities are core elements of our ability to thrive in the future.

Many marketing and advertising departments face the challenge of understanding creative and innovative marketing strategies and practices that guide this new wisdom to the

company. For brands, this means dealing with market changes due to economic impact on all industrial sectors. Faced with intensifying competition in the face of the "new normal" of consumers and society. Work on sustainability. Evaluate operational options and challenges through strategic planning in an uncertain environment. Analysis of issues related to brand reputation. Identify potential new products and services needed to meet consumer needs and expectations. Focus on creative and strategic marketing campaigns and targeted advertising. Use social media effectively. These are becoming more and more important as COVID19 is expected to reduce some advertising spending in 2020 as stores close and revenue declines. For example, an online rental apartment booking company has announced that it will suspend all marketing activities in 2020 to save hundreds of millions of dollars. Increased media consumption when working from home. For example, 45% of consumers around the world spend more time on social media, online video streaming increased by 26%, online game traffic on telecommunications company servers increased exponentially, and online food. The number of consumers browsing goods deliveries and services is increasing exponentially. Use delivery of critical items has increased dramatically (DiResta, 2020).

Marketing strategies (currently and after the pandemic) should focus on using content to create strong online connections. By humanizing your brand and addressing consumer concerns rather than your company, you can have ongoing conversations, even among people in unstable financial conditions or managing multiple responsibilities. Support is not always related to income. Quarantine has shown that online conversations can be as meaningful as face-to-face interactions. Marketers need to be aware of this. To keep up with these changes in consumption, brands may need to double their engagement efforts. Ultimately, some brands will survive the pandemic. Others don't. In short, you may need to rethink your approach to organic traffic. What's the easiest and fastest way to increase organic traffic? Provides relevant content. If people can't browse the physical store and test the product, there are other ways they need to build trust. Keeping your storefront or homepage up-to-date and creating content that answers your questions quickly and proactively to address your concerns can be a great help in building trust.

When we return to the new normal, whatever it is, one thing is clear: consumers will return to the market. It can occur as quickly as quarantine. For this reason, it is important for companies to start and execute marketing now. As soon as the door opens again, you need to be ready to intercept the consumer.

21. Struggles of Filmmakers during Pandemic

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Karan Johar wants to get back to work. He returns to the studio and returns to his creative staff for filmmaking. "It's oxygen to our soul. [But] now I feel like I'm out of breath." It's a huge movie in [Takht] and I definitely make it. " He says. Someday he doesn't know. Under normal circumstances, filmmaker, producer Zoya Akhtar and her team were in full preparation mode for the second season of Made in Heaven. And the new series she's working with Reamer Cargty, starring Sonaxy Singha, would have ended in May in Rajasthan. But her team had to pack a quarter of the shooting. It's unclear when they'll be back, so Akhtar used this time to catch up with the little things in her life, read and write, and "charge and refuel" before moving on to the new era of Indian cinema 2.0. rice field.

Like many other sectors, the blockade has had a devastating impact on the Indian film industry. According to Shailesh Kapoor, founder and CEO of Ormax Media, a Mumbai-based media consultancy, India's box office total loss over the past 2.5 months is estimated to be about \$ 250 billion, of which 4550% is Hindi. It's a word. Movie industry. If the theater is closed for the next few months, the total loss can reach approximately 5,000 crores. Then canceled shoots, dismantled sets, movies stuck in the middle of production, workless professionals, day-to-day workers trying to achieve their goals, big event movies without theaters and spectators, and much more. There are medium to large movies ready to start looking for an apartment on the OTT platform. What will happen to the life of the industry in the future if the blockade is lifted? How will the movie be consumed in the future? Will Streaming take over the cinema?

Currently, everyone is busy developing guidelines for the expected comeback. The "Enhanced Safety and Prevention Plan" developed by the Multiplex Association of India with the support of FICCI was presented to the Ministry of Information and Broadcasting last week. The Indian Producer Guild has also published its guidelines. There is a reason for busy lobbying with ministries. The situation is more difficult for cinemas than any other industry.

Movies and shows keep people home and stars are used for news and charity drives, while economical pecking orders are welcomed as soft power, but revival packages have little priority. Art, literature, culture and entertainment are all enclosed in parentheses as non-essential. "I have the idea of Amer Log Hein, Inca Ca High'(these are rich and don't worry)," said the filmmaker during post-production at the Netflix show. Says Sudir Mishra. Manu Joseph's book "Serious Men" when the blockade was announced. Ajit Andhare, COO of Viacom18 Studios, agrees: What the industry needs now is clearly not only a new perspective, but also a new way of thinking. The way content is presented and created needs to change significantly. Rationalization in terms of budget, staff and equipment is inevitable. The cost of containment and disinfection of production companies, studios, restrooms, vans and theaters increases exponentially. A 12-hour shift can be reduced to 8 hours. "The whole system is upside down," says Bhaskar Hazarika, a scriptwriter and director of movies such as Amis and Kothanodi. This was evident in a recent shoot of Akshay Kumar for a public service film by R. Balki at Kamaristan Studios. The limited crew looked like astronauts, and temperature controls, distances, and hygiene rules were strictly adhered to. Travel and hotels are heavily affected, so there are also big question marks about settings and locations. Will the story set in Uttarakhand be against the backdrop of Kolhapur and Gore? How are such changes reflected in characterization, cultural background and dialogue? The movie is currently made at home. Nandita Das used Audio bytes at home to shoot the short film "Listen to Her" on domestic violence, with herself and her son playing an important role. Prason Pandy's family on social distancing and COVID 19 was also filmed at the actor's house. Another trend is emerging-the tendency to make films solely with local talent. Hazarika is stuck in Assam and she directed Assam's first iPhone movie, the Road Trip Comedy. What would have been his first Hindi film as a director has been pushed back, but some unexpected projects appear. "I will probably stay in Assam for the foreseeable future," he said, and believes he can oversee at least two Hindi web series with local crew and actors. "There are enough technicians here to assemble film at the Bollywood level," he says. "The opportunity is there. It's about who can use it and how ... it's not about reacting, it's about taking a step forward five years ahead." The worst hits are the people involved in the production work, but does that mean that the writers, editors, and those involved in post-production work and composition work in a superbly isolated way? Ohno. Editor Namlata Lao deals with "processing in a vacuum". She misses her luxury of sharing her first cut with others and recording the director's input. "[Watch the noise in the movie] eyes are

mine. Nobody on the soundboard. No advice ... the fun of working together is over," she says (Joshi, 2020)

Major releases have been postponed, film, television and web series filming has been discontinued, cinemas are unable to show movies, and daily salary employees are fighting for their next meal ... The impact of the blockade on the industry as a whole has not yet been investigated, but let's take a look at how India's lean manufacturing and related areas have suffered in the past month. The first impact of Covid19 came when Reliance Entertainment postponed the Rohit Shetty movie Sooryavanshi indefinitely on March 12. The movie, starring Akshay Kumar and Katrina Kaif, was scheduled to be screened in theaters on March 24th. Sir, Sandeep Aur Pinky Faraar, Haathi Mere Sathi, 83 also followed shortly after and were postponed. Baaghi 3 had fewer buyers in the second week and had to take Irrfan Khan's Angrezi Medium out of the theater. Eventually it was released on the Disney + Hotstar OTT platform. Similarly, the release of many large tickets in local languages has been delayed. The spillover effect of Covid19 is felt when film groups such as the West Indian Film Employees' Federation (FWICE) and the Indian Film and Television Directors Association (IFTDA) decide to stop filming movies, television shows and web series. Was done. Large production companies such as Balaji Motion Pictures, Dharma Productions and Yash Raj Films immediately stopped all production activities. In it, various state governments ordered the closure of cinemas. Prime Minister Narendra Modi's announcement of the 21-day national blockade on March 24 has sealed the fate of several projects. The long-awaited Brahmastra of the Ranbir Kapoor and Alia Bhatt has also been discontinued. The film, which should only be shown in theaters on December 4, 2020, after some delays, now seems to face an uncertain future. Shahid Kapoor's Jersey, a remake of the Telugu hit of the same name, has also paused filming to ensure the safety of the crew. San Gyrie Ravan Salisgan by Katya Wadi is one of the hits. "I don't know how I'm managing Gambai's production right now. The set will be made in Film City and it will start raining in June," said veteran actor Seamapawa, who plays the role of the film. "I'm shooting another movie or web series at home. It's also pushed that I've committed by December. The entire schedule is messed up and I can't sign a new piece. " (Shekhar, 2020).

Conclusion

Pandemic affected our lives in many ways and one of the most important one was loss of jobs. It affected many industries in multiple ways and film industry is no exception. With

film industries having major money business, pandemic resulted in loss of jobs for many new actors who wish to make their careers in acting. Slowly and gradually things are getting back to normal with theatres opening up but still the recovery is awaited.

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22. Media and Mental Health in COVID-19

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As a result of the COVID19 pandemic, governments around the world have imposed bans and movement restrictions that most of us needed to make a big difference in our daily lives. The media was the primary source of information and the place to hear the guidelines and recommendations of national and international authorities. Misunderstandings and exaggerations of COVID-related news in the media are affecting the world's mental health and indicate the need for reliable information. As of June 9, 2021, the virus killed approximately 3,744,408 people worldwide. Given the deadline for one virus, the general public, of course, wants the media to stay up-to-date. Mass media (printed matter, radio, television, internet) has never been so popular as a popular tool. During a public health crisis, the media has both positive and negative direct impacts on individual behaviour that affects people. Therefore, if information about COVID19 is exaggerated or misleading, the media may warn the general public. Inaccurate information is transmitted quickly and widely, and digital media makes it difficult to identify and verify facts. A study found that social media and information dissemination are associated with mental health problems that cause anxiety, panic, and paranoia, such as fake news. Media pollution that can increase fear, concern, uncertainty, frustration and lead to treatment failure, non-compliance with precautions, discrimination and stigma is closely associated with false information and false news. I am. From this point of view, the media is considered a double-edged sword. It can increase the burden of false information or contribute to health awareness and collaboration. Social media play an important role in modern life, but its widespread use is a concern for the COVID 19 pandemic. While the coronavirus struck the world, individuals primarily used social media to record messages and interact with friends and family⁸. However, a lot of disinformation, many of which are horrifying and alarming, may have led to the emergence of new disorders: COVID19 Anxiety Syndrome. Avoiding high-risk environments and social situations are all symptoms of COVID19 anxiety syndrome. Recent global research has confirmed that COVID 19 has a

profound effect on mental and emotional well-being. For example, a survey of 267 Pakistani employees from various organizations found a link between low social media usage, fear of COVID19, and depression¹⁰. In another online survey of 11 44 44 1,049 Koreans, exposure to false alarms for COVID 19 and anxiety (aOR 1.80; 1,242,61), depression (aOR 1, 47, 1.092), etc. It turned out to be related to psychological distress. 00), Symptoms of post-traumatic stress disorders (aOR 1.97, 1.422.73), and false information beliefs (aOR 7.33, 5.1710). Mass media online assessment and impact on the general public in northern India during COVID19 Pandemic showed high fear among those surveyed in AI, anxiety among respondents aged 40-49 (27.3%), respondents aged 30-39 (43.18%), and panic among respondents aged 50-59. (28%) 4,444 Excessive worry and constant media consumption can make it difficult to control anxiety. The constant flow of information that comes out tends to create a deep fear of simply not knowing. The Internet is full of people wondering what will happen next and how bad it will be. The news media will continue to provide information to the public by publishing new information about COVID19. This is important from a public health standpoint, but it also counters improper fear. "We are not just fighting the epidemic. We are fighting the infodemic," said the director of the World Health Organization (WHO). The statement acknowledges the raw power of social media and shows how far we must go to limit the spread of deadly lies. India's Fight against COVID 19 India is currently fighting the second COVID 19-Wave. India reported more than 29 million confirmed cases of COVID 19 as of June 10, 2021: 29,183,121 cases and 359,695 deaths. And emotional reactions such as anxiety, anxiety, and depression among people like India. Excessive reporting of the risk of illness can cause anxiety, unnecessary visits to the hospital's emergency room, and strain the medical system. In the current pandemic situation, the media is important to get information about the pandemic. However, the COVID pandemic has been relentlessly reported around the world, and India is no exception. Dissemination of false information through the media can undermine public confidence and make it difficult to fight COVID 19. Therefore, it is necessary to investigate the psychological effects of media consumption during the COVID 19 pandemic. Before disseminating news through the mass media, you should evaluate the source, validity, and credibility of the information before considering disclosure. Apply filtering to the material. The media should focus on both the dissemination of scientific information and the dissemination of positiveness. Controlling the spread of COVID19 requires both scientific knowledge and personal resilience. The media must not deliver news, videos, or images that can mislead the

general public or cause emotional confusion. Instead, the goal is to reduce the damage caused by misinformation and promote sound public behaviour. Content needs to be factual and tailored to a particular context or community (Prabhu, 2021)

Of the various impacts COVID19 has on society, one among the foremost insidious is however it affects the world's mental state, poses new challenges and exacerbates existing issues. during this article, Subhra Sarkar, WHO presently holds a PhD in psychiatrically Nursing, describes the impact of an endemic on the mental state of most of India's population. COVID19 caused a world crisis wherever the globe was unprepared. This pandemic, blockade, loss of labour and housing, sharp overcrowding of patients in hospitals, closed instructional establishments, and therefore the lack of illustrious ways to combat a lot of such turmoil in humans round the world it is had a good impact on each side of life.

A number of these aspects embody work and education, physical and mental state, family dynamics, and social relationships. several of those impacts area unit mentioned daily on news portals and social media, however the impact of COVID nineteen on mental state is one among the smallest amount recognized and least addressed problems, particularly in Asian nation. As a scientist within the field of mental state wherever my work involves caring for patients with psychological state in each the inmate and patient departments of the specialised mental state institute in Asian nation, I realize it vital to debate this subject. I believe this is often a crucial purpose. That belief is strong through interaction with the whole community.

The shortage of awareness and dialogue concerning mental state problems is not only thanks to the COVID nineteen state of affairs. Mental issues have long been equated with psychotic disorders with symptoms like damaging behaviour and hallucinations. last, awareness of mental state problems has exaggerated and therefore the focus has shifted to general however less obvious mental state symptoms. Conversations concerning alternative mental state problems like depression, anxiety, attention deficit / upset disorder, and learning disabilities were finally stirred up. The pandemic contains a profound positive and negative impact on people's mental state. The ban offers some folks the chance to figure (or study) reception, permitting them to pay longer with their families and build relationships. this may increase your mental state and satisfaction however, this is often the story of solely a little section of the population.

The larger population is facing a powerful negative impact of COVID19 on their mental state. as an example, COVID19 positive patients typically suffer from depression,

anxiety, and posttraumatic stress associated with the illness. Frontline staff typically face stigma from their community and family and have to be compelled to modify the worry of obtaining infected. They conjointly suffer from burnout, anxiety, and sleep disorder associated with overwhelming workloads whereas the challenges Janus-faced by COVID patients and frontline staff area unit comparatively a lot of noticeable, the problems that go neglected and unaddressed area unit that of the overall population. Studies reveal that mental state problems like anxiety, depression, stress, psychological distress, loneliness have emerged increasingly among the overall population throughout the COVID19 occurrence. exaggerated dangerous cerebration and suicide, specifically among youth area unit a crucial concern throughout this point, that may well be triggered by the isolation throughout the quarantine throughout the internment amount. Clinical observation typically shows a rise in alcohol and drug use, additionally as severe withdrawal symptoms thanks to the sharp inconvenience of alcohol and alternative habit-forming substances throughout the internment.

However, increasingly vital work is being done to extend awareness concerning mental state and to strengthen mental state services in Asian nation. as an example, the govt of Asian nation has launched programs like the National mental state Program (NMHP) and therefore the District mental state Program (DMHP). throughout the primary embargo, underneath the mandate of the Government's Department of Health and Family Welfare. 3 centrals psychiatrically establishments in Asian nation, the National Institute of mental state and neurobiology (NIMHANS), the Rocoplyagopinas Boldroy Regional mental state Institute (LGBRIMH), and therefore the Central Institute of medicine (CIP) support mental state problems. we have started a national hotline to assist you. COVID-19 (New Coronavirus Infection).

However, such mental state services do not seem to be however obtainable to an oversized range of individuals in Asian nation. one among the most reasons for this is often stigma. My interaction with the community typically indicates that individuals do not need to visualize a medical specialist or move to a mental state facility due to social stigma. Discussions on mental state problems within the news and social media typically do not facilitate the bulk of India's population as a result of most of this report is in English and there are not any instructional or linguistic gaps. another vital barrier area unit unequal distribution of mental state services, money difference, and an absence of properly trained mental state professionals. The growing debate on mental health is certainly driving slow but significant

changes, but those debates are already being driven and centered by those who have access to mental health services. It has an eerie similarity to COVID 19. If you do not take the test, you will not be diagnosed. However, lack of diagnosis does not mean that the disease is absent.

The other two reasons why these problems are not resolved are the lack of knowledge that leads to the inability to identify symptoms and the limited access to mental health services. For most people at risk, limited education not only leads to a lack of awareness of mental health problems, but also to a lack of vocabulary to describe these problems. Again, disorders such as depression, somatization, and hypochondriasis, which are classified as mental and behavioural disorders in ICD10, can only occur with physical symptoms such as pain. As a result, people with these conditions often bypass mental health facilities and switch to general medical facilities. Such patients are often undiagnosed. This is also made difficult by the lack of qualified mental health personnel and the overburdening of patients in common healthcare facilities.

Mental health issues are also not recognized because they cannot express psychological stress. In the clinical setting, men and women with minimal education and lack of self-esteem have difficulty recognizing and expressing emotional stress and depression and can ultimately seek help. It is often seen that they are suffering in silence. Because of their cultural beliefs, women normally accept stress associated with emotional and physical abuse, domestic violence, and oppression (studies have shown a significant increase during the COVID 19 pandemic).

The traditional gender role also plays an important role in that it does not cover men's mental health issues. Studies show that men are less likely to develop depression than females, but because they are more likely to die from suicide, many men have unidentified and undiagnosed mental health problems. There is a possibility. Interacting with people of all genders has shown that cultural and social beliefs make it more difficult for men to seek help than women. These include the ability to control emotions, the need to have a "tough" personality, and beliefs about other such male stereotypes. Therefore, it is understandable how the effects of lost work and economic bottlenecks during this period have not been or are poorly reported to men.

However, India has been in a mental health pandemic for a long time and is exacerbated by COVID 19. Lack of language among the affected people, lack of expertise in dealing with mental health problems among family and friends, and especially indifference all

contribute to this pandemic. The only way to move forward is to have a long-lasting conversation about mental health in easy-to-understand and comprehensive language. Mental health issues, when experienced by a person, must be accepted as usual. It is important to act and get professional help. (Sarkar, 2021)

Conclusion

To tackle this hidden pandemic, medical professionals, community health workers, people with mental illness, families, school teachers, workplace managers, police, civil society organizations, community leaders, policy makers, and more. We need the cooperation of interested parties. Such coordinated efforts must be directed towards the development of a new mental health care infrastructure that recognizes the crisis as an institutional and continuous expansion of existing resources.

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23. Increased use of Smartphones during Pandemic

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MUNCTAD is asking for brand new tips and rules to confirm that the advantages of digital technology area unit shared fairly and plenty of comes, like Microsoft's Airband, area unit operating to expand access to the net round the world. The artificer Alliance of the World Economic Forum is additionally operating to bring reasonable and accessible digital opportunities to everybody by 2025.

Verizon Chairman and Chief military officer Hans Bestberg, Chairman of Allianz, said: in line with the report, international knowledge consumption has accrued by quite half-hour over the past year compared to 2019. And this year it ought to grow at regarding constant rate. Video is that the main actuation behind this, accounting for quite three-quarters of the info consumed in 2020. COVID19 conjointly accelerated the present trends in tv and on-line video, the report explains. This junction rectifier to "general promotion of on-line video and acceleration of Pay-tv piece of writing."

Games area unit the quickest growing knowledge client, and pandemics area unit yet again resulting in a speedy surge in mobile games. The report's authors write that the pandemic has discovered that reliable and reasonable broadband access is important. Not solely to assist "access to figure, education, amusement and services", however conjointly to assist "government implement socio-economic measures to assist folks and organizations overcome the crisis". Whether or not homeschooling or moving to figure from home, net access is important for billions of individuals round the world to alter the consequences of an outbreak. And for several, the changes forced by the pandemic area unit currently shaping their future work life. However, as a result of net access remains uneven, pandemics typically helped to spotlight existing gaps.

As early as April last year, the United Nations Conference on Trade and Development warned of the "wide gap" between connected and unconnected as disclosed by COVID nineteen.

"Digitally-enabled difference hampers several of the world's ability to use technologies that facilitate manage the coronavirus pandemic by staying reception," aforesaid Shamika, director of technology and provision at UNCTAD. Sirimanne states the share of individuals mistreatment the net remains a lot of lower in developing countries compared to developed countries and there remains a spot between rural and concrete areas.

Globally, in 2019, regarding seventy-two of urban households had access to the net reception, however this share has born to solely thirty eighth in rural areas. UNCTAD is seeking new tips and rules to confirm that the advantages of digital technology area unit shared fairly and plenty of comes, like Microsoft's Airband, area unit operating to expand access to the net round the world. The artificer Alliance of the World Economic Forum is additionally operating to bring reasonable and accessible digital opportunities to everybody by 2025. Allianz Chairman Hans Bestberg, Chairman and corporate executive of Verizon, said: (Meyers, 2021)

The COVID19 pandemic has created smartphones additional unwieldy for users, that area unit getting down to adversely have an effect on their mental and physical health, with the bulk disquieted regarding smartphone addiction. this can be the central results of a study by Vivo and Cyber Media analysis entitled "Smartphones and Their Impact on Relationships 2020."

The second edition of this year's report focuses on the impact of pandemics and highlights however users can become additional addicted to smartphones in 2020. many folk's area unit disquieted regarding addiction, however they cannot do a lot of to contain it. Nipun Marya, Director of name Strategy at Vivo India, explains the logic behind conducting this study: thus, it's essentially inconsistent with our whole worth. Excessive consumption ends up in addiction, that impairs relationships. " several users report disbursement longer with their families by lockup and dealing reception, however the typical time spent on smartphones continues to grow. a very important result of the survey was the sharp increase in daily smartphone usage per user since 2019. "Smartphone usage has accrued by nearly thirty ninth compared to 2019. Last year it absolutely was four.5 hours, however currently it's nearly seven hours," Maria emphasized. specially, paperwork is increasing for several users, and longer is being spent on smartphones. "We found that paperwork accrued by seventy fifth, phone by sixty-three, OTT by 59%, video consumption by fifty-six, social media usage by fifty fifth, and

games by regarding forty fifth, of course. the utmost is being promoted for work from home, a rise of seventy fifth, "he added.

The time spent on smartphones has accrued dramatically, however user's area unit additional involved regarding addiction and the way it affects relationships. just about eighty-nine of the users surveyed united that overuse of smartphones affects the standard of your time spent with favorite ones. additionally, half of 1 mile of these surveyed aforesaid they known as as a result of they used the phone to act with others. there's conjointly a relentless have to be compelled to check his telephone. nearly forty sixth of users aforesaid they might devour the phone a minimum of 5 times in associate degree hour of oral communication. just about seventieth of respondents united that abuse of this smartphone had an effect on their physical and psychological state, and eighty-four of users checked their smartphone at intervals quarter-hour of arousal. In fact, half of 1 mile feel forced to seem at their smartphones additional typically than fifty-two in 2019. Smartphones area unit all over within the lounge and chamber, whether or not you are ingestion together with your family or effort. The survey conjointly shows that older folks use smartphones on a day after day. The impact of smartphones on the user's mood is additionally clear, because the majority of seventy-four of the surveyed aforesaid they felt sick and annoyed while not them. Last year it absolutely was solely thirty third. In line with half of 1 mile of surveyed folks, smartphones also are the primary device to ascertain at intervals quarter-hour of arousal. These statistics also are considerably above the previous year, that was fifty-two. Worryingly, seventy-three of users say they felt isolated after they did not have a smartphone. This can be a good larger increase from thirty ninth in 2019 (Dhapola, 2020).

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24. Learning through Radio and TV in COVID-19

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The COVID19 pandemic is one of the greatest educational turmoil ever seen in the world, affecting more than 90% of the world's student population. Many countries have turned to online distance learning to keep learning going. However, according to a recent study by the UNESCO Institute for Statistics (UIS) and the Teacher Task Force, about 626 million students (50%) locked out of the classroom by the pandemic do not have access to their home computers. Approximately 706 million students do not have internet access and 56 million live in areas without mobile network. Many countries need to find effective solutions quickly, and television and radio have proven to be excellent alternatives in situations where online learning is not possible.

On Wednesday, May 27, UNESCO and the European Broadcasting Union (EBU) invited representatives of national broadcasters to share the knowledge gained from the programs and innovations introduced and the use of radio and television-based radio. We held a virtual workshop to announce. Discuss distance learning.

What are your Needs?

Given this technological gap, most countries around the world also use television and radio programming to implement distance learning. Africa is the most active in efforts to use either television or radio (70%), some are a combination of the two (34%), and Europe and North America are more than in other regions. Also seems to use less radio, but is very active in offering TV-based stuff distance learning programs.

The value of educational broadcasting through television and radio also exceeds the needs of students. In some countries, these programs are designed to enable intergenerational learning, including national languages. It also covers topics such as health and psychosocial well-being. Both of these are important in helping those affected by the threat posed by COVID 19. However, establishing and using radio and television as a tool for distance learning presents major challenges, including:

Audiovisual educational content is not available. Difficulty in producing content in countries in a short period of time with quantity and quality Lack of existing partnerships for designing and disseminating educational content. The need for communication and collaboration between education professionals and audiovisual professionals for the production of educational programs. Lack of know-how and expertise in learning monitoring and evaluation ... All invited speakers agreed on three key aspects to a successful implementation of these programs: collaboration, practical's, and a learner-centric approach.

Unsuccessful without Cooperation

Cooperation between broadcasters, educational authorities, and educators has been an essential success factor in the implementation of radio and television-based educational programs. Each of these sectors has its own discipline that complements each other, especially in the development and production of educational content. In Lithuania, Georgia and Australia, it was important that the courses offered on radio and television were consistent with the national curriculum, so it was important to work with the Ministry of Education to develop the program. Dr. Ricaud Auckbur, director of e-learning at the Ministry of Education of Mauritius, said a special working group was set up to develop educational content for radio and television. This group included volunteer teachers, primary and secondary education departments, primary and secondary education inspectors, Mauritius Open Universities, curriculum development agencies, and national broadcasters. Most broadcasters encouraged teachers to moderate and build educational programs based on knowledge and experience in order to convey knowledge. Elene Gabashvili, Director of International Relations for Georgia Public Services Broadcasting, said her network has hired 20 public and private sector teachers selected by the Ministry of Education to shoot their programs.

Sustainable Solution?

The use of radio and television broadcasts as a distance learning solution is an effective way to fill the digital divide in education and reach the most marginalized learners. However, there are some important things to keep in mind.

Addressed many questions related to quality assurance of educational programs, learners, especially the youngest motivation, evaluation or measurement of learning outcomes, but still requires further investment. The long-term sustainability issues of these programs are also discussed. Some countries like Georgia have decided to continue the broadcast programs developed during the pandemic after the school reopened. These are immediate areas of

thinking where UNESCO and the EBU are working to provide knowledge and evidence to ensure that no one is left behind by the distance learning response to the COVID 19 pandemic (Chatterjee, 2020)

Conclusion

Though, Radio and Television were the major source of information and entertainment during COVID- 19 they also served as a great way to learn about many things around and also to update oneself about the latest happenings in the society (Shetty, 2020).

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25. Making Waves in India: Media and the COVID-19 Pandemic

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India has been affected arduous by the second wave of the COVID-19 pandemic—daily cases and deaths peaked at over four hundred,000 cases and four,000 deaths, severally, virtually four to 5 times on top of the height variety of cases and deaths within the 1st wave.

1. The second wave was for the most part attributed to self-satisfaction by the Indian government.
2. As vital as this could are, it's crucial to look at the role of the media throughout the pandemic.

Mass media have long been recognized as powerful forces shaping however we tend to expertise the planet and ourselves. This recognition is in the middle of a growing volume of analysis, that closely follows the footsteps of technological transformations (e.g. radio, movies, television), in an endeavor to map mass media major impacts on however we tend to understand ourselves, each as people and voters. square measure media still ready to convey a way of unity reaching massive audiences, or square measure messages lost within the crying crowd of mass self-communication? Do social media give solace or grounds for info, (de)humanization, and discrimination? will we tend to harness the flexibility and omnipresence of media technologies to extend the public's adherence to the security measures steered by international health organizations to combat the unfold of COVID-19? however will totally different media industries and channels for mass communication promote adjustive responses to foster positive health attitudes and adherence to preventive measures? However, media impact the dynamics within the personal domain (e.g. strengthen family bonds versus domestic conflict and violence)?

Within this ample framework of complexness, we tend to welcome analysis addressing media impact and its role throughout the COVID-19 pandemic, within the following subtopics:

- Effective health communication for the adoption of property preventive measures and curtailing misinformation;
- Public health communication to extend psychological resources and resilience in distinct age teams and socioeconomic conditions;
- Effective methods for serving to people in handling social and physical distancing;
- Reduction of stigma, prejudice, discrimination, and inequalities.

Type of articles might embody temporary analysis Report, Community Case Study, knowledge Report, Original analysis, Systematic Review. The media via a worldwide role in coronavirus unwellness trailing and updates through live updates dashboard. The media allowed for timely interventions by the middle for unwellness management and interference (CDC) and therefore the World Health Organization (WHO), sanctioning a speedy and widespread reach of public health communications.

The government's response to the pandemic makes it tough for even the foremost loyal media fans to cover the extent of the harm caused by COVID nineteen however it had been the media's awe for Pavlov's power that helped build this epic tragedy. The medium trained to strengthen the ruling party failed to hold them responsible after they had time and will not force actual action. Everything that happened to the media and therefore the media, as well as the folded health system, the mountains of corpses, the searching of element nationwide, and therefore the struggle for elements of the world to offer the dead the dignity they need been denied in life. there's media to check the govt. The government's response to the pandemic makes it tough for even the foremost loyal media fans to cover the extent of the harm caused by COVID nineteen however it had been the media's awe for Pavlov's power that helped build this epic tragedy. The medium trained to strengthen the ruling party failed to hold them responsible after they had time and will not force actual action. Everything that happened-a collapsing health system, a pile of corpses, a national element hunt, and a struggle for elements of the earth to offer the dead the dignity they need been denied in life-is the media and government. Media to observe. As common as false alarms square measure cheerleaders at every step of Modi. regardless of the Prime Minister will could be a "masterpiece" which was an endemic method. India's initial nineteen cases of COVID were confirmed last Jan, however the govt rejected opposition warnings concerning associate degree close disaster till March. "Don't panic," the State Health Minister tweeted on March five, 2020. "India features a robust

attention system that's valued round the world." however simply a number of weeks later, Modi declared one in every of the strictest bans within the world in only four hours. The incomes of scores of individuals living in volatile conditions suddenly disappeared, inflicting unexampled mass migration of day laborers from cities to villages. many individuals died attempting to induce home throughout the blockade. The economy has folded by pure gold. the quantity of poor individuals has exaggerated by seventy-five million, accounting for hour of the world's increase in economic condition that year.

26. Change in Digital Sphere during COVID-19

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The COVID19 pandemic is ever-changing the method we tend to consume media and diversion (M & E). As folks keep home, our social life is shifting to the net, and diversion consumption is increasing considerably within the tv, on-line vice, and immoderate (OTT) home segments. Meanwhile, cinemas, theme parks, museums, and alternative external consumption models are laid low with physical distance standards and bans being implemented. The pandemic caused layoffs in sure M & E segments like written matter and tv as advertisers cut disbursal. As validation, particularly Ad pay, is harassed, money management and profit protection through stronger technology integration will become strategically vital to M & E corporations. Long effects are still rising, however because the reality when coronavirus infection becomes clear, the subsequent M & E topics could also be centered on. Home, and nearly meeting is customary. Demand for home digital media is predicted to extend considerably as habit formation and straightforward access to driver's progress. OTT platforms and digital media are already attracting new shoppers and increasing into new locations and demographics. The virus eruption has strong the already obvious shift from laptops / digital devices to fibre-to-the-home (FTTH) businesses. Even when the crisis is over, the psychological overhang of the virus will mean that it will take time for shoppers to resume the external consumption model, particularly within the areas most littered with the crisis. Here, the recovery of outside M & E consumption could also be delayed in alternative elements of Asian country, wherever the impact is comparatively low. This may connect shoppers to measure virtual events and new delivery models, doubtless paving the method for innovation and stretch solutions. Technological advances will play a crucial role in directly transfer outside diversion and stretch to shoppers at such former microorganism hotspots. The blockade is predicted to considerably accelerate this "digital billion" path, not solely as new users are more, however additionally because the convenience and trust of existing digital voters will increase. whereas the consumption of on-line games will become even additional

standard among youngsters, older folks might like ancient tv content delivered through the digital scheme. Demand for OTT Originals, known within the report as a competitive somebody, ought to recover, and once the ban is raised, players expect to bit by bit introduce original targeted content for specific viewers. I will bonk specializing in new content will constrain assets on the worth chain and increase income needs, that the ability to use innovation and technology to scale back lead times is very important here. increase. validation might still be a challenge as digital media consumption will increase. The economy is already harassed and therefore the major add-on sectors are demonstrating important traction. Most media corporations earn a big proportion of their revenue from advertising, and therefore the current epidemic has stagnated advertising in several sectors like FMCG, money services, automotive, and e-commerce. The recovery of such sectors can play a crucial role in serving to media shops leverage the surge in media consumption for financial gains. Till then, leading advertising spenders can still keep a good lid on expenditures. to draw in advertisers, M&E players may ought to supply additional accuracy reciprocally of investment calculations and larger programmatic advertising choices on digital platforms. From content creation through distribution and substantiation, M&E corporations are often expected to extend their dependence on technology to form value efficiencies and tax opportunities. for instance, the biological time for content might doubtless be down with larger technology integration resulting in method efficiencies. By any leverage cloud and remote operating solutions, corporations will see the potency of their business processes, even in revenue-generating options like sales. Organizations might progressively have confidence AI (AI) / machine learning (ML) to predict client behaviour throughout these unsure times so as to enhance loyalty.

The utility TV network must continue because people were primarily trapped in their homes and the television (or cell phone screen) was the only point of contact with the outside world and therefore the only source of news and distractions. The number of viewers has increased. Therefore, content consumption has increased significantly. Unfortunately, this did not lead to a similar increase in sales. It is ironic. As the economy as a whole fell, wages and employment were reduced, and consumers' overall purchasing power declined. As a result, their spending was kept to a minimum. This meant that marketing activities, including advertising, were meaningless, at least during the extended blockade from April to early July. As the number of viewers increased, spending on the entertainment and media industries

increased while content consumption increased, but revenue bottomed out. After the blockade was gradually lifted, restrictions were relaxed, and life returned to normal in July, very slowly, income sources began to recover again. In addition, with the start of the holiday season, general entertainment channels have reached pre-COVID levels in terms of revenue, but most niche channels have not yet reached that point. However, one of the big exceptions is the news section. For obvious reasons, news channels are benefiting from the blockade as more and more people seek the latest information on coronavirus and blockade measures. COVID19 Post-Media and Entertainment Industry Consumer behaviour continues to evolve rapidly as the world adapts to new conditions. Demand for home digital media such as the OTT platform is steadily increasing and is now expanding to new demographics and locations. This will further expand the post COVID. Moreover, even after the crisis has subsided, it will take some time for consumers to re-adopt the external consumption model. Therefore, technological advances play an important role in delivering outdoor entertainment directly to consumers' homes. The future is digital. Not only will it add new users, but it will also increase retention for existing digital consumers. The consumption of online games and the demand for OTT originals will only increase if technological advances strongly support them. The best part is that their model is subscription driven and advertiser independent. Television remains an integral part of the world, but OTT will become increasingly important in the medium term. In addition, M & E companies' reliance on technology can increase to take advantage of cost-effectiveness and create opportunities to increase sales. As advertising monetization and revenue continue to attack, cash management with enhanced profit protection and technology integration becomes strategic for M & E companies. The industry may continue to focus on maintaining current levels, while accelerating the transition to a variable cost model and refocusing on the flexibility to reduce fixed costs. The long-term impact of COVID19 is still manifesting, but as the reality of Post COVID becomes clear, the above developments may be noticed in the M & E industry (The Media and Entertainment industry post Covid-19: The best and worst of times, 2020).

Conclusion

In the long run, COVID19 has set the world back for at least a couple of years, and it will take about the same amount of time to return to normal. What is more, it may not be as normal as it used to be, but it is a "new normal". A year is a long time, many fears and many habits will be part of us and will be difficult to set aside for a long time. Many people can

continue to take precautions after successful vaccination, which further influences consumer choice and behaviour.

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27. PR Trends during COVID-19

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The COVID 19 pandemic has affected humanity as a whole, changing every aspect of human behaviour and the way businesses work. The pandemic has brought a period of crisis to organizations that have never experienced such a thing. Effective communication and the willingness to adapt to the new environment are the keys to survival in this unique time of crisis. The brand is now very aware and wants to empathize with existing and future customers with the help of public relations, especially in this pandemic. The pandemic has radically changed the role and responsibilities of public relations. Traditional PR tools have many twists and turns. The 's mass intrusions and press releases have become highly targeted, sophisticated, and innovative, often with a personal touch. While it is very difficult to predict what will change in the future, the following are strategies that can help businesses readjust their PR plans and gain stakeholder trust. Use of influencers: Influencers are a new trend in marketing, and the role of influencers is increasing day by day. As social media grows in popularity, all social media users are influencing others. Followers and friends are always attentive and share recommendations from friends, family and opinion leaders. The feeling of having a personal relationship with an opinion leader always speaks to the brand / organization. In the days of Covid19, people are looking for real-world experiences from trusted and accessible sources to solve their problems. Sending messages through influencers is a wise and convenient way to reach the general public in this pandemic. Leader opinions and advice are always important. People want to hear from their bosses, especially during difficult times. Design a PR strategy that leverages the experience and knowledge of key players in your organization and leverages that expertise for the benefit of society and your customers. Various media platforms, NGOs and other social institutions are constantly looking for sort leaders in different disciplines to provide timely insights, expertise and advice on related topics. Blogs, interviews, podcasts, panel discussions, social media posts, research articles, etc. can be very effective public relations tools. Personalized emails, text messages, or phone calls to clients and customers can

create magic and create a special bond between an organization and its general public. The online community for exchanging opinions and experiences about the brand is thriving and becoming an online review. Brands use these communities to receive feedback and understand customer needs and expectations. Content and reviews generated through the activities of these communities serve as testimony to our products and services. Brands use customer comments and experience to promote and develop brand equity. A term introduced by David Meerman Scott in 2011. News jack is the process of using the latest news to draw attention to the organization and the cause. Balancing branding activities with current events is an exercise. This could be a CSR activity design, a presence on a social media platform, or an event plan that synchronizes with the current event. The purpose is to generate media attention and brand awareness. In summary, finding spaces and timeframes between breaking news is an art that requires the right message, agility, consistency of what is happening around you, and great media relationships. (WeSchool, 2020)

CIPR has free a report, PRina Pandemic, that analyses business trends and also the impact of Covid nineteen on the business. whereas the business is predicted to still grow completely when the pandemic, analysis shows that work-life balance and mental state problems are increasing. associate industry-wide survey collected information from someone,400 respondents before examining the various impacts of Covid nineteen on differing types of organizations, seniority, age groups, and roles. Despite challenges like acting from home, resource savings, and demanding communication, the report shows that the general public relations business has been playing poorly and gaining influence over the past year. 4,444 in-house groups within the public sector are known because the solely areas wherever groups have fully grown throughout the pandemic. even so, respondents foreseen the expansion of every kind of organizations, particularly consulting companies and agencies, over successive twelve months. Mandy Pearse, President of CIPR, said: "This survey provides a wealth of knowledge, through that it tells several stories and experiences of the past few months. If there is one common theme, it is optimism and height among practitioners. it had been a sensation and possibly not what several expected within the period of the pandemic. quite 1/2 the general public relations employees were on vacation compared to different kinds of organizations supported. This positive growth has been in the middle of a dramatic increase in operating hours, particularly for feminine practitioners. there's conjointly growing concern concerning mental state, that has been known because the industry's biggest challenge. Studies

have found that practitioners area unit 5 times additional seemingly to mention that their mental state has deteriorated instead of improved within the last twelve months. "A bright future doesn't mean that past trauma is neglected. we will solely celebrate success. we tend to area unit tuned in to the difficulties baby-faced by several of our colleagues once we area unit ourselves. we tend to see growth forecasts for groups and client bases grow. we glance forward to operating with you to enhance our performance and hope that our efforts to enhance promotion area unit closely coupled," Pearse another (James, 2021)

The public relations business has undergone many changes over the last two decades. From pure print media and reporting portfolios to the rise of digital media and effective storytelling, in-depth analysis and reporting, there is a lot to be found in this community. Moreover, in recent years, public relations have grown and been accepted as an important and relevant function for organizations, regardless of the industry in which they operate. In addition, there are many organizations that ensure that communication leaders take the seat of the executive team because they believe that public relations and communication are essential to building brand equity. The COVID19 pandemic is something no one plans to deal with. It surprised the company and the community and quit the business for months. Most of the world's economies have fallen into recession as people fighting the coronavirus have been trapped in their homes. Millions of jobs have been lost around the world, and millions of people have been affected by wage cuts and vacations. The pandemic required companies to close stores or revise their business models to maintain relevance. There were several industries that actually saw growth during the pandemic, such as healthcare, fintech, edutech, and over-the-top. Even within the organization, the situation was not rosy, with forced budget cuts in all departments this year. Marketing has been hit hard by the significant reductions in marketing budgets in all organizations. Many newspapers around the world closed their stores as customers stopped reading newspapers because they were reluctant to buy. The PR business will also be affected. With the hit of traditional marketing, marketing has changed a lot and the media mix has changed rapidly this year. This year we witnessed media events, launches and talks that were cancelled or moved online. However, there is a bright side. This is when a brand realizes that it needs to focus on creating a high-impact story. The brand believes that a well-planned public relations strategy can help increase customer stake, especially during these critical times. Public relations are preferred over marketing and is no longer considered a supporting role. Public relations professionals are considered the best choice to effectively

convey the message, as brands are aware of the need to talk about their purpose and clarify support for society as a whole.

Conclusion

The public relations business has undergone many changes over the last two decades. From pure print media and reporting portfolios to the rise of digital media and effective storytelling, in-depth analysis and reporting, there is a lot to be found in this community. Moreover, in recent years, public relations have grown and been accepted as an important and relevant function for organizations, regardless of the industry in which they operate. In addition, many organizations reserve executive team seats for communication directors because they believe that public relations and communication play an important role in building brand equity. The COVID19 pandemic is something no one plans to deal with. It surprised the company and the community and shut down for months. Most of the world's economies have fallen into recession as people fighting the coronavirus have been trapped in their homes. Millions of jobs have been lost around the world, and millions of people have been affected by wage cuts and vacations. The pandemic required companies to close stores or revise their business models to maintain relevance. There were several industries that actually saw growth during the pandemic, such as healthcare, fintech, edutech, and over-the-top. Even within the organization, the situation was not rosy, with forced budget cuts in all departments this year. Marketing has been hit hard by the significant reductions in marketing budgets in all organizations. Many newspapers around the world closed their stores as customers stopped reading newspapers because they were reluctant to buy. The PR business will also be affected. Marketing and media mix have changed significantly this year as traditional marketing has been hit. This year we witnessed media events, launches and talks that were cancelled or moved online. However, there is a bright side. This is when a brand realizes that it needs to focus on creating a high-impact story. The brand believes that a well-planned public relations strategy can help increase customer stake, especially during these critical times. Public relations are preferred over marketing and are no longer considered supporting characters. Public relations professionals are considered the best choice to effectively convey the message, as brands are aware of the need to talk about their purpose and clarify support for society as a whole. It is important that public relations evolve to be even more prominent in the post-Covid era. The main reason for this is changes in customer behaviour and changes in the overall media mix. Brand PR needs to focus on communication that benefits consumers. For example,

financial services brands need to focus on helping customers make smooth payments, make more investments, or take out loans in an easy and convenient way. Selling products and services is a huge plus. As customers become more selective about which brand to associate with, it is also the overall purpose and personal connections that can be a brand differentiator. During the pandemic era, 4,444 customers spent more than usual on digital and social media. There were millions of people who started consuming content online. This trend will only get stronger as the post-pandemic world, which is digitally focused, gets stronger. Your brand PR strategy should be a healthy combination of traditional PR and digital PR. Understanding SEO technology and focusing on creating high-impact video content is essential for public relations and communications professionals. The video needs to be powerful and have a customer-friendly story. The days when profile public relations were all about media activities and printing the latest press releases to newspapers are over. It has evolved to include many additional products. Brands need to incorporate critical communications, content marketing, stakeholder management, community engagement, smart storytelling, and more into their PR strategies to achieve positive results. In summary, the post-pandemic world belongs to a human, kind, compassionate and goal-oriented brand. Public relations are expected to become more important as companies reopen after a few months of blockade. The PR community will lead the next wave of community engagement and will be the primary engine for ensuring customer loyalty. Even if a brand becomes a broadcaster, PR will play a much larger role in building brand equity. (Jain, 2020).

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28. Role of Social Media in the Time of COVID 19

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These are test times for the government and the media as COVID19 continues to spread. The government seems reluctant to allow criticisms about how the crisis is being dealt with. Media coverage is "positive" and is clearly expected to follow official policy. Many corporate-owned media have given up, but the smaller segments boldly follow the ethics of journalism. This article examines authoritarian tendencies that undermine the autonomy of journalism as an important platform for the general public. The COVID19 epidemic has proven deadly, a difficult time for unions and state governments working to deal with this health emergency. However, shows that democratic governments could turn into a dangerous dictatorship in the event of a crisis. In these situations, journalism plays an important role in democracy, as it is ideally visualized as a platform for objective information and critical rational discourse. In this way, the health of journalism in a country can be examined in times of crisis. However, the fact that most media are controlled by businesses also means that they will be tools of the idealistic state organization. There are many concerns surrounding the COVID19 crisis: poorly equipped public health systems, measures to combat pandemics, and lack of planning and support for those at risk. These questions require serious scrutiny, but with a few brave exceptions, the mainstream media seems to have forgotten their democratic role. Despising migrant workers and the minority community without criticizing the lack of measures to help these sections deal with the crisis is such an important indicator (Singh, 2020).

On a global scale, social media can be a way for people to gather information, share ideas, and reach out to others who are facing similar challenges. It can also be an effective platform for the rapid dissemination of information in the event of a national or global crisis. This global spread has made social media an important communication platform during the COVID 19 pandemic. As government health agencies used it to disseminate the latest knowledge about prevention and treatment, social media has become a centre of information

about pandemics, not just a place to post the latest vacation photos. But has the use of social media adversely affected mental health and well-being during a pandemic? Or did it have the opposite effect? In this feature article, Medical News Today explores what research says about the use of social media and the pandemic of COVID 19, and shows how it affected mental health. We also spoke with two experts on this complex issue.

COVID19 is a pandemic that hit the whole world when no one expected it. When the disease was first identified in late 2019, it was thought to exist in only one country. Shortly thereafter, the disease spread around the world, and the second wave of Covid terrorized the universe. Social media has always been admired and criticized for a variety of reasons, but in reality, without social media, we cannot communicate effectively with each other today. During a pandemic like COVID, social media platforms play a more important role than normal days. KAHE, one of Coimbatore's premier colleges of arts and sciences, is committed to bringing students the right perceptions on social media. Social media growth has been astounding in the last decade. The advent of social media platforms such as Facebook, Twitter and Instagram have helped us in many ways, especially in better communication. In times of problem such as pandemics, the need for social media to quickly move information from one place to another is inevitable. For example, when the complete blockade was announced in March 2020, people were stuck in shock for some time. Social media platforms have mostly helped us to understand what works and what works in the meantime. Things that do not lock down. It should be noted here that during such a pandemic, people can use social media to share information about bed availability, oxygen supply, and vaccines. Communication was not that easy in the past, and today many lives are saved through social media. After seeing these posts, we can look at the social media posts of different people every day to explain their needs and the help of different celebrities and other good people. This is how the world understands the tremendous use of social media today. KAHE, one of Coimbatore's top engineering schools, helps students understand the need to use social media effectively. The social media platform is also helping governments fight pandemics by creating a basic awareness among people about illness and its epidemic. The government's daily announcement that it is safe to wear a mask reaches people faster on social media than on traditional channels. This allows them to be aware of the current situation, follow the protocol and be ready to face the challenge. When social media is said to be of great help in relieving the pain of a pandemic, it is also a challenge to deal with disinformation that spreads daily with horrific motives that

scare people. It is important to use social media effectively and get rid of the pain in this pandemic situation. One of the best universities in Coimbatore, the Karpagam Academy of Higher Education is a high-quality destination for higher education. KAHE aims to enable students to be concrete in their education through career-oriented training and the development of soft skills. KAHE offers comprehensive education with well-equipped technical equipment and a peaceful learning atmosphere (kahe editor, 2021)

India was hit hard by the second wave of the COVID 19 pandemic. Daily cases and deaths peaked at more than 400,000 and 4,000 deaths, respectively, almost four to five times the maximum number of cases and deaths in the first wave. [1] The second wave was mainly due to the complacency of the Government of India. It is important to investigate the role of the media during the pandemic, as this may have been important. In particular, what was the topic of the discussion on the eve of the second wave, and was COVID19 a declining topic of discussion when the tragedy struck? This paper answers that question and discusses how inadequate media coverage delayed India's response to COVID 19. News media is an important institution of democracy. It informs people, helps to draw government attention to issues of concern, and provides a platform for advocating and criticizing government policy in power. In a pandemic situation, the role of the media becomes even more important. The media can be an important source of information for early detection of outbreaks and can inform the general public about non-pharmaceutical interventions (NPIs) such as distance and hand hygiene. Wear a mask etc. Contain the spread of the disease and limit its effects. [4] Travel bans imposed by NPI and the government can be difficult and require significant changes in human behaviour that are difficult to maintain over the long term, but the media is fighting illness. Preventing it clears the additional outbreak. In addition, epidemic studies have shown periodic behavioural responses to illness. In other words, as the number of illnesses increases, the need for self-defence increases, and as a result, the number of illnesses decreases. However, this leads to reduced self-defence, which leads to more illnesses. Unfortunately, this means that the epidemic is likely to wave until a sufficient number of people are vaccinated or protected from the disease. Therefore, it is imperative that the media and government repeatedly and perhaps novelty convey a message to the public about NPI to reduce the effects of the disease, especially if the prevalence of the disease is declining (Mudit Kapoor, 2021)

Conclusion

Media has been an instrumental tool in giving people updates about the Covid 19 pandemic and also by entertaining them but it has also given rise to depression, anxiety, panic attacks and loneliness in many people as media is the only source used by most of people to gain information and for leisure. It is important that the use of media is controlled or it can lead to some of the most severe consequences.

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29. Study on Changes in Film Industry during Pandemic

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Major releases are delayed, film, TV and net series cinematography has been discontinued, cinemas square measure unable to indicate movies, and daily regular payment workers square measure fighting for his or her next meal. The impact of the blockade on the business as an entire has not however been investigated, however let us take a glance at however India's lean producing and connected areas have suffered within the past month. The Indian movie industry, the world's largest in terms of the amount of films made, is not admiring the consequences of the coronavirus pandemic.

The business has been declining since the primary COVID nineteen blockade in Bharat last March whereas thousands of cinemas were closed, major filmmaking was suspended or delayed indefinitely, leading to state across the country.

"This is associate business that's already suffering numerous losses and can be worse than in 2020 if losses still increase," aforementioned a senior trade analyst. Nationwide, theatre and motion picture multiplexes square measure abandoned. in step with a 2020 report by audit firm Ernst & Young, Bharat had concerning nine,527 screens, of that concerning vi,327 individual cinemas and three,200 multiplexes. Over the past year, about 1,000 screens are utterly turned off.

"Thousands of screens across the country are forced to pack up, with several workers not solely from cinemas, however conjointly from the provision chain and different in person required stakeholders. it is a tough state of affairs," said Gautam Dutta, chief operating officer of PVR Cinemas. motion picture theatres square measure still nearly empty thanks to lockdowns in several components of the country, and a few producers square measure selecting to publish their movies on streaming platforms while not watching for theatrical unharness motion picture lovers whereas staying reception, the streaming media service platform has emerged as a "new massive screen." Bharat has over forty-five services, conjointly called

extraordinary platforms (OTTs), networks, digital connections and smartphones, and India's OTT platforms square measure on the increase. It attracts subscribers on a daily basis. Radhe, the first-budget film industry motion picture major Salman Khan, was delayed many times for theatrical unharness, however was screened on the OTT platform in could. Within the returning months, we will have a couple of a lot of blockbusters cheap and economical mobile charging packages and wonderful web property have enabled individuals in each rural and concrete area to consume video content quickly.

"I detected that in this crisis, viewing habits modified considerably, particularly within the countryside of Bharat wherever individuals are looking movies on their mobile phones. Individuals have modified adversity in their favor", Actor Shabana Azmi aforementioned.

However, several Indians square measure still anxious for the medium expertise and square measure watching for the theatre to open up (Krishnan, 2021).

The pandemic has changed what we call "normal." It confused life and the world had to make a lot of adjustments. Some of these adjustments are temporary and will return to normal once the pandemic is complete. However, some changes are long lasting. The combination of cinema and OTT that has occurred since the outbreak of the coronavirus can last for a long time. Now let us talk about "before Covid" and "after Covid". The cinema experience on the big screen looks like "Before Covid". The theatre experience is more than just watching a movie. It is often a family outing or a break with friends a complete package of memorable experiences, including popcorn and more. However, barriers, restricted mobility, and the risk of infection hinder this experience. Since its first closure at the end of March last year, theatres and cinemas have remained largely closed. It opened after its live show last year, but few people rushed to see the movie.

During the first blockade, people turned to TV and mobile screens for entertainment. Television has regularly captivated viewers with both entertainment and news, but it was the OTT platform that attracted attention. Several OTT players had already set foot on the scene, but became popular during the first blockade. During that time, many Bollywood films were waiting for theatrical release, but due to uncertainties about Covid19's situation, they began publishing on the OTT platform and found viewers there. But a bigger, more ambitious movie was waiting for the big screen. So, a new trend emerged. Most movies go to OTT when the budget and finance equations make sense, but big budgets, big banners, and blockbuster movies go to the theatre (assuming there is no ban). The market seems to have found an

equilibrium in this combination, which is nothing wrong-in fact, it is a mutually beneficial formula. Some concept-based movies with powerful stories, young-led projects, and "Hatoke" movies-in short, what was called the "Made for Multiplex" movie definitely wins viewers on OTT. Even OTT viewers are looking only for the movie experience, not the entire family outing experience. For producers, OTT is the right platform to reach this target audience, without having to spend it on theatrical release or distribution.

On the contrary, there are movies that people really want to watch on the big screen. The thrill and romance of the big screen is unabated. The only difference now is that movie fans are concerned about the risk of infection and may not be able to watch as many movies in the theatre as they used to. They will watch the movie if the cinema is open, if circumstances permit, until the pandemic's shadow is completely gone, but they will be very noisy. They just want to watch a movie that will not disappoint.

The combination happened not only in India, but also in Hollywood and elsewhere. That will be the case, at least for the foreseeable future. It is actually very informative. Without OTT technology, the creative talents of the film industry would have been curtailed and the film industry market would have shrunk. The "double bill" ensures that OTT will eventually promote new talent and new experiments that contribute to the film, and of course, the film will later find a second audience in OTT. Both sides will integrate the other and the financial side will soon be realized.

In the meantime, I should add that this is an optimistic view. Covid19 cases will continue to be managed, unblocked, and the cinema expects to resume screening. I understand the fears of the industry. After unlocking, shooting resumed, but the second wave returned the crew to packing. We hope that vaccines, precautions and lessons from past experience will protect us from the next wave (Adhikari, 2021).

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30. COVID-19 Pandemic: Emerging Perspective and Future Trends

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Human population faces a grave health-related challenge within the sort of infectious diseases that area unit liable for the very best variety of deaths globally. The tiniest primitive invisible body is currently dominant the behavior of the foremost powerful and evolved body on earth. robust times ahead!

Between 1940 and 2020, around 340 new infectious diseases have emerged globally. The compromised health and incapacity thanks to infectious diseases, that accounts for half-hour of all disability- adjusted life years, decreases work productivity, and will increase morbidity.^{1,2} Since the dawn of civilization, humans and microbes have co-existed and interacted with one another. is that the state of affairs worse now? the solution to the current question may be affirmative. it's attributable to our Brobdingnagian population and our many activities that result in flourishing of infections.

The pattern of infection of COVID-19 is exclusive and unpredictable. Previous studies have advised that, just like SARSCoV, COVID-19 may act with the angiotensin-converting accelerator a pair of receptors in humans. The amino alkanolic acid sequence of the nucleocapsid (N) macromolecule of COVID-19 is ninetieth the image of that of SARS-CoV. COVID-19 may cross-react with the N macromolecule antibodies of SARS-CoV; but, these antibodies may not offer cross-immunity. additionally, just like SARS-CoV, SARS-CoV-2 may inhibit the polymer interference defense of the host organism. Super-spreaders unharness considerably higher levels of infective agent particles compared to alternative infected people, that will increase their possibilities of spreading the infection.

Coronaviruses area unit swallowed non-segmented positive-sense polymer viruses happiness to the family Coronaviridae and order Nidovirales. Coronaviruses target the higher tract, that ends up in many ailments, as well as respiratory illness. However, they may conjointly have an effect on the central system that ends up in long-term medicine harm. The

polymer order of coronavirus encodes for sixteen nonfunctional proteins (nsp 1–16) with identified or expected polymer synthesis and modification functions, and that they have conjointly been advised to trigger evolution of enormous genomes. Virus characteristics primarily outline the chance of infection. These characteristics embody the effectuality of the virus to unfold, the severity of the sickness once infection, and also the effectuality and success rates of the obtainable medical resources to contain the unfold of the virus. With no immunogen or medication, community intervention becomes the foremost vital response strategy against an outbreak. in a very shell, COVID-19 risk may be outlined because the risk of exposure versus risk of significant unhealthiness and death. the overall risk factors of COVID-19 embody advanced age and chronic medical conditions, like polygenic disorder, internal organ disorders, etc.

Reducing the amount of rising cases to tier wherever health-care facilities will adequately manage them is very important to flatten the curve. Initial world response. The world more responsible COVID-19 pandemic with exceptional speed and resource mobilization. at intervals a matter of weeks, the abortifacient agent for this pandemic was known and sequenced by the Chinese scientists. more genomic and clinical knowledge were shared speedily round the world. To date, varied potential treatments are planned for this virus; but, none of the antiviral treatments are approved. there's still no immunogen obtainable for COVID-19. Within progress analysis, it may be assumed that we might shortly have an immunogen for SARS-CoV-2.

Social distancing is crucial within the regulation of the unfold of the infection at community level. It plays AN indirect role in hindrance of the overwhelming of our health care systems by reducing the amount of infection persons and also the rate of infection. However, social distancing tests the degree of cooperation among humans. there's a correlation between perceived social connectedness and stress responses. More distinguished result may be discovered on those that area unit already lonely or isolated. higher mental state is important for higher physical health. Prioritizing mental state is very important throughout times of high stress. within the digital age and data superhighway, individual's area unit lucky to measure in AN era wherever technology can enable United States of America to examine and listen to our friends and family, even from a distance. Having aforesaid that, social distancing isn't a permanent state, this is often a flash in time. A many-sided approach is needed, and involvement of community leaders is important. accountable electronic and medium even have

a very important role to play. Governments round the world area unit fighting the question of the way to open up their economies whereas still containing the virus.

The COVID-19 might become endemic like HIV. it's here to remain, and it's not possible to predict that once this pandemic is meant to manage. this is able to take a huge effort although a immunogen was found. it's still attainable to manage the virus, with effort. robust and strong management of the virus is needed so as to lower the assessment of risk. everybody ought to contribute to stopping this pandemic. Both life and support area unit vital. Deprivation is unacceptable. Shelter, food, attention and subsistence for weaker sections of population area unit the key challenges. Poor like migrant employees and casual labourers eat from garbage containers, that may be a disgrace. Equally vital is that the care of internally displaced individuals and refugees. they have special attention. Shaping the longer term is important. As faculties stay closed throughout the pandemic, the education of the many kids for whom long distance learning is unprocurable stands at nice risk. Nations should do everything in their power to shield kids from the dire consequences. Teens area unit feeling lonely and anxious in isolation. Poor kids with restricted access and illiterate/semi-literate folks area unit in serious bother. they're losing out. this can impact them severely. because the pandemic pushes up levels of hunger among the worldwide poor, governments should forestall devastating nutrition and health consequences for kids missing out on faculty meals amid faculty closures. The covid-19 pandemic might conjointly result in the unfold of alternative preventable diseases. Economic recovery from COVID-19 are going to be a lot of tougher.

31. The Impact of Social Media on Panic during the Covid-19 Pandemic in Afghanistan

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In the first few months of 2020, details and news reports about coronavirus were quickly published and shared on social media and social media. While the field of infodemiology has studied information patterns on the web and in social media for at least 18 years, the COVID-19 epidemic has been dubbed the first communicative infodemic. However, there is limited evidence about how the infodemic of social media has spread fear and affected the mental health of social media users. (who, 2020)

Participants reported that the social media platform has a significant impact on the spread of the fears and fears associated with the COVID-19 outbreak in Iraq Kurdistan, which has a devastating impact on human mental and physical health. Facebook has been the most widely used social media platform to spread the word about the COVID-19 outbreak in Iraq. We found a significant statistically significant correlation between reported use of social media platforms and the prevalence of COVID-19-related shock ($R = .8701$). Our results showed that the majority of young people aged 18-35 are suffering from mental anxiety. (N, n.d.)

During the closure, people use social media to get information about COVID-19. The nature of the impact of social media panic varies depending on a person's gender, age, and level of education. Media outlets have been instrumental in spreading concerns about the COVID-19 outbreak in Iraq Kurdistan.

The social media platform contributes to shocking purchases by creating fear, distribution, and video of people buying extra goods in a state of shock during the COVID-19 epidemic. We aim to explore the perceived impact of social media on the horrific shopping behavior in the country. Iraqi province of Kurdistan. The study examined how social media affects consumer behavior, particularly in Iraq. Collected measures, such as rational use and insufficient media information, are needed to avoid such behavior at least during public health emergencies. (M, 2020)

The COVID-19 epidemic has devastated the global economy and medical services, creating fear, panic, and vulnerability among billions of people. During the first phase of the distribution of COVID-19 and the mandatory closure in many areas, the purchase of panic (PB) emerged as a normal part of the COVID-19 breakdown. Store racks have been discontinued worldwide. Bathware, frozen food, rice, beans, eggs, and bread are among the most common items sold as customers in haste and buy extra. There are logical explanations behind this behavior, such as the purchase of large quantities of tissue, which can be attributed to the critical and irrational need to wash hands, or as a clever response to looking at images of riotous purchases in various countries (3–5). Other studies have suggested the causal model for PB, suggesting that it often has a negative motive such as disaster, war, or epidemic . Next, other features such as the media shape the first response

The horrific act of buying toilet paper was one of the brightest, most shocking and shocking recordings that people around the world saw on social media. Many people shared the news, photos, and encounters on Twitter and Facebook which further fueled the buzz among the various buyers .Mao explains that social media has encouraged the use of certain hashtags, for example, "#toilet-paper-gate" and "#toilet-paper-crisis," which reflect consumer behavior that is offensive during the COVID-19 violence. Scientists have reported that business trials and consumer purchasing behavior have changed as a result of the COVID-19 epidemic and its regulatory measures.

The Iraqi people have been in crisis for a long time since 1921, following the creation of Iraq. Political instability and economic stagnation have caused quite a stir (9). Therefore, the Iraqi people usually buy and store many goods. However, since the advent of COVID-19, PB episodes have been reported, particularly in other protective items such as gloves, masks, protective equipment, food, and toilet paper. Along with the constant conflict, the COVID-19 epidemic serves as an emergency response for PB as previous studies have reported that disasters, conflicts, epidemics, and health care emergencies intensify (2-4).

The media has an important causative and protective role in PB There are different types of media: digital media platforms connect all users with their phones, and computer networks connect users through computer markets, online banking, and shopping. Web-based media platforms have emerged that provide global access to customers . Ahmad & Murad claims that posting on social media in Iraq has had a profound effect on social psychological factors, creating panic among people, especially in the first months of the emergence and

spread of COVID-19. One study found that there is a lack of understanding of how online media can address customer fears and reactions, causing PB during the global outbreak of COVID-19. However, the impact of social media on PB, especially in influencing consumers to buy more, has not been tested in many countries including Iraq. As a region that is often at odds, the findings of this study may help to test the prevention of PB during other disasters such as war. In this study, we aim to explore the perceived impact of social media on PB behavior in the Iraqi Kurdistan region.

Shopping for panic finds the focus of researchers during the COVID-19 epidemic. New studies examining its features are published. The media plays a double directing role in the PB case. On reflection, it can increase fears by spreading images of empty shelves and rumors of a lack of supply. Previous research has revealed that social media and social media play a role in spreading fears and rumors, which also exacerbates unpredictable behaviors such as PB (10, 12, 18, 19). In addition, it has been reported that false news on social media has shown a positive impact on random purchases (18-20). Conversely, large media and social media can reduce PB by reducing social ills and threatening and reassuring the public that there is a good supply. However, the role of the communication platform in PB is yet to be established. We aimed to test whether the social media had a role to play in the conduct of the PB in Iraq Kurdistan.

Conclusion

The study examined how the social media platform affects consumer behavior especially in Iraq. Collected measures such as rational use and insufficient media knowledge are required to prevent behavior, at least during public health emergencies. Regulatory bodies and media platform companies can apply new rules to social media in times of crisis and PB control epidemic. It can be used as a global and basic prevention strategy while considering the prevention of PB during future disasters. Properly culturally appropriate interventions should be developed and evaluated as PB has been identified in times of crisis and public health emergencies.

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32. Current Trends in Media Research in 2021

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In today's world of mass technology, researchers are often unaware of anything other than their own technology. Opinions of field research are often based more on personal and general assumptions than on information produced by empirical analysis. This article attempts to clarify the strong reality of media research by summarizing the results of the 'Media and Communication Research' project.

The work focused on media research, but the researchers also looked at the subjects of speech communication, organizational communication, public relations, research and the development of communication technologies and communication economics as these topics were related to media research. This work not only mapped the educational and communication media map but also, as far as possible, the research of public institutions, private institutions and media companies (Iosifidis, 2002)

The definitions of the main concepts of 'media research' and 'communication research' vary in different contexts, which also have a wide range of effects in research institutes and disciplines in the study countries. Therefore, each country creates a different context for media research and communication. In addition, national media statistics and statistical analysis used as a basis for small country-specific projects are often based on data and methods that cannot be directly compared. As a result, this article will not provide statistically comparable information about media research and communication in targeted countries. In addition, it may not be possible to draw conclusions about quality comparisons between countries. The purpose of the article is simply to provide a general overview of current media research and communication in the study world and to compare countries with descriptive rather than analytical. The comparisons here are based largely on specific country reports of 'News and Communication Map Research', but in compiling the project, the title also uses other indications.² It may be asked why these countries were included in the project. Target countries do not form any similar group, on the contrary. They are distinct from each other,

representing different languages and cultures and in some cases their interactions with the media and communication research do not seem obvious. The targeted international selection was initially made by the project sponsor, the Helsingin Sanomat Foundation. The Foundation also funded similar types of projects in South Korea and Great Britain. (Rahkonen, 2007)

Educational research these days is incredibly unique and researchers tend to know a little about ways that are not their own, even in their own countries - not to mention foreign or continental methods. The 'Media Research and Communication Map' can therefore help media scholars find themselves in a wider field of research. This article welcomes the structure used in reports specific to a particular country. Therefore, the four main categories are: 1) Media contexts, 2) key research institutions and organizations, 3) key approaches to media and communication research, and 4) future research challenges. In a particular country report each component was considered primarily from a national perspective. In this paper the aim is to clarify the cultural similarities of research in addition to identifying national features. The first section then sets out the themes - media market structures, media and communications law, and media use - and identifies where the research in each country stands. The second phase focuses on the main educational and non-academic research organizations in each country, and the third section focuses on content and styles in media and communication research. These categories are based on data collected from interviews and data from volume analyzes conducted by research teams or previous researchers. The fourth section summarizes the views of the experts interviewed on future challenges and the development of media research and communication. (Valaskivi, 2007)

Conclusion

Although there were many differences between the target countries, those experts interviewed seemed to agree surprisingly about the future challenges of media education and communication. The challenges can be summed up in five related categories that are explicitly included in the U.S. report. . The same categories can be found in some of the reports: 1. The changing state of the media 2. The international status quo 3. The level of research 4. Ensuring the institutional status of ethics 5. Improving the relationship between education and industry The first challenge is the rapidly changing media environment. in the 'Media Areas' section. In the Japanese report Katja Valaskivi (2007, 79-80) summarizes the changes in the term 'convergence', which encompasses the technological, economic and cultural dimensions of 'transforming media systems' (cf. Murdock 2000; Iosifidis 2002). In

particular, changes in communications and marketing technologies have become so rapid that many experts did not trust the research research ability to respond quickly enough: the school seems to be lagging behind in technological, social and economic changes.

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33. Communication Research Trends in Media

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In today's world of mass technology, researchers are often unaware of anything other than their own technology. Opinions of field research are often based more on personal and general assumptions than on information produced by empirical analysis.

The work focused on media research, but the researchers also looked at the subjects of speech communication, organizational communication, public relations, research and the development of communication technologies and communication economics as these topics were related to media research. . (Aslama, 2007)

At first glance the task of mapping the current state of media and communication research in major countries such as the U.S., Japan, France and Germany is seen as an 'impossible task'. It is clear that this type of temporary project cannot disclose complete or complete information on a complex subject such as media research and communication in any country. Even the definitions of the main concepts of 'media research' and 'communication research' vary in different contexts, which also have a wide range of effects in research institutes and disciplines in the study countries. Therefore, each country creates a different context for media research and communication. In addition, national media statistics and statistical analysis used as a basis for small country-specific projects are often based on data and methods that cannot be directly compared.

As a result, this article will not provide statistically comparable information about media research and communication in targeted countries. In addition, it may not be possible to draw conclusions about quality comparisons between countries. The purpose of the article is simply to provide a general overview of current media research and communication in the study world and to compare countries with descriptive rather than analytical.

The comparisons here are based largely on specific country reports of 'News and Communication Map Research', but in compiling the project, the title also uses other indications.² It may be asked why these countries were included in the project. Target countries do not form any similar group, on the contrary. They are distinct from each other, representing different languages and cultures and in some cases their interactions with the

media and communication research do not seem obvious. The targeted international selection was initially made by the project sponsor, the Helsingin Sanomat Foundation. (Hassan, 2000)

The Foundation also funded similar types of projects in South Korea and Great Britain. Those projects were undertaken at Jyväskylä University, and they are not included in this summary because their results were not yet available at the time of writing. The selection of countries reflects the Foundation's interests, which undoubtedly have an interest in 'new news markets' in South Korea and Japan, 'the world's leading news market' - US - various examples of 'Old World' (France, Germany, Great Britain) , and the relationship between these countries and the 'domestic context' (Finland) and its immediate neighbors . (Puustinen)

The differences between the countries also seemed interesting from an academic point of view. Differences in size, languages, societies, cultures and policies in each country were created by an unusual combination and forced researchers to think about their positions as researchers in a new way. Educational research these days is incredibly unique and researchers tend to know a little about ways that are not their own, even in their own countries - not to mention foreign or continental methods.

The 'Media Research and Communication Map' can therefore help media scholars find themselves in a wider field of research. This article welcomes the structure used in reports specific to a particular country. Therefore, the four main categories are: 1) Media contexts, 2) key research institutions and organizations, 3) key approaches to media and communication research, and 4) future research challenges. In a particular country report each component was considered primarily from a national perspective. In this paper the aim is to clarify the cultural similarities of research in addition to identifying national features. The first section then sets out the themes - media market structures, media and communications law, and media use - and identifies where the research in each country stands. The second phase focuses on the main educational and non-academic research organizations in each country, and the third section focuses on content and styles in media and communication research. These categories are based on data collected from interviews and data from volume analyzes conducted by research teams or previous researchers. The fourth section summarizes the views of the experts interviewed on future challenges and the development of media research and communication research. (Winston)

The Media Landscapes

One task of the project was to map the buildings of media sites in the target countries. This purpose was emphasized especially in the case of Japan because the Japanese context is the most unusual in European perspective. Because the target countries differed significantly, it

was not easy to find estimates in various media outlets that were clearly comparable. However, the media and communications industry in the so-called global trade process reveals at least three related but potentially contradictory trends that link international media locations to the target, namely:

1. Changes in communication and communication technology,
2. Focus on media ownership, and
3. The advantages of a diverse or multicultural society.

Conclusion

Trend has been globalization, or at least international trade, for media companies. This trend is not limited to the countries of the world's major media companies (e.g., U.S., Japan, Germany and France), but also to smaller countries and media markets such as Finland and Estonia. For example, the Finnish company SanomaWSOY was the largest news company in the Nordic countries until 2007 and is also the leading publisher of magazines in Benelux and other Eastern European countries. Similarly, the Norwegian company Schibsted and the Swedish houses Bonnier and Kinnevik have large shares in the Estonian market and television markets (SalovaaraMoring & Kallas 2007, 16,

As well as focusing on simultaneous - and strangely - there has been a tendency for the production of user-generated content on a small scale and forums (e.g., Aslama et al. 2007, 16-17). According to David Hesmodhalgh (2002), this practice was widespread among the cultural industries trading around the world in the late 1990's and early 2000's. In each country the media market can best be described as 'oligopoly', where the market is largely shared by a few large companies (see Picard 1989, 31-33). In many target countries there was one news organization that was significantly larger than others and therefore undoubtedly led the competition.

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34. Changes in Digital Communication during the Covid-19 Global Pandemic: Implication for Digital Inequality

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Governments and public health institutions around the world have set guidelines for isolation and homelessness to combat the COVID-19 epidemic. With limited opportunities to spend time together comes the new challenges of staying connected to the community. This article discusses how the epidemic has changed the way people use digital communication, and how inequalities can arise in the use of these methods. We take data collected from 1,374 American adults between 4 and 8 April 2020, approximately two weeks after the introduction of closure measures in various parts of the United States. We begin to discuss whether people have changed their use of digital media to reach friends and family, looking at voice calls, video calls, text messaging, social media, and online games. Next, we show how age, gender, solitude, internet access concerns, and online skills are related to changes in social interaction during the epidemic. We discuss how the use of digital media to communicate with the public during a public health crisis can be equally distributed among citizens and can continue to create inequality even after the epidemic has ended. Such understanding is important when considering the potential impact of the COVID-19 epidemic on human well-being. We also discuss how changes in the use of digital media can surpass the epidemic, and what this means for future media communication and research. (Koeze)

At the time of writing, the world is in the midst of a global epidemic caused by a coronavirus, SARSCoV-2, also known as COVID-19. Governments and public health institutions around the world have set guidelines for isolation and homelessness to combat the COVID-19 epidemic. While certain restrictions vary from country to country, government policies to deal with coronavirus outbreaks often include closing schools, non-essential stores and businesses, and restricting public transportation and space, as well as recreational events.

Under these circumstances, social networking has deteriorated dramatically. With the changing opportunities for personal contact, new challenges arose to stay connected to society and its scientific consequences. In the first months of the epidemic, industry reports indicate that the use of digital media has increased significantly as people spend more time at home due to the closure of coronavirus). Such increases have been common in social media and messaging applications, but most notably the unprecedented acceptance of video conference programs and programs. Given the widespread reliance on information and communication technology (ICT) on social media under such home environment, this includes additional testing. (Organization., 2020) What do these changes in digital communication mean for society and learning about the use of digital media in the aftermath of this epidemic? We begin to present the findings of digital human communication during the COVID-19 epidemic. Between 4 and 8 April 2020, we collected survey data from 1,374 US adults through an online questionnaire administered by the Cint testing firm (for more information on the project, see 'z material'). Set quotes for age, gender, education level, and region to find the most representative sample of US census statistics. Our final sample included people aged 18–82 (M = 46years), with 54% identified as women, almost half without high school degrees, and from all 50 states of the United States and the District of Columbia. We asked people if their contact with friends and family outside of their families — without work-related contact — had grown, not changed, or decreased in a number of ways since the coronavirus epidemic. Overall, we have seen a huge increase in digital communication. Data show that 43% of respondents used text messages frequently.

This was followed by an increase in voice calls (36%), social media (35%), and video calls (30%). About a quarter of people who use email (24%), and just over one-fifth have played online games more often (22%). If we combine all the methods, 46% of respondents only increase their digital communication, without limiting any means. There are also people who have reduced their digital connections during the epidemic. While a few (5%) used text messages a few times, most people reduced their communication to social media (8%), voice calls (9%), email (10%), video calls (13%), and online games. . (17%) If we combine all the methods, 9% of respondents reduced digital communication only, without increasing any means.

Conclusion

At a time when face-to-face interaction is limited, this decline in digital communication suggests that certain groups of people may miss out on social media. When you break down the

results with age (very low quartile compared to very high), gender, whether people live alone, or are concerned about access to the Internet, and online skills (very low quartile compared to very high), different patterns emerge. A small quartile of the sample is likely to increase any type of digital communication compared to others. In contrast, the older quartile of the sample is likely to reduce digital communication compared to other age groups. Women, those who live alone, and those who are concerned about their access to the Internet are likely to increase digital connectivity. While online skills have not made much of a difference in the growing number of people in digital communication, many among the less skilled have reduced their digital connectivity during the epidemic. Reading Digital Communication After the End of the Epidemic At the time of writing, we do not yet know whether the new digital communication patterns will continue once the ways of living at home, distance and doors are removed, and people are able to reunite. However, in view of the significant impact the coronavirus has had on human population growth.

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35. Digital Media Trends, 15th Edition Courting the Consumer in a World of Choice

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After a historic and challenging year, U.S. consumers they have relied heavily on the media for entertainment, information, and communication. The epidemic has revolutionized other forms of entertainment, leading many managers to wonder what will happen after the crisis and what the consequences will be for the media and entertainment industries. (Rizzo, 2020)

To test these changes, in February Deloitte conducted the 15th edition of its "Digital Media Trends" poll, voting for more than 2,000 consumers about their media practices. Research finds that people enjoy more paid and free video streaming options and music services, video games are expanding from generation to generation, and more and more people are turning to social media for entertainment and news. But consumers are just too busy with time, attention, and money — and the competition between content and entertainment providers continues to heat up.

Because consumers have more options for entertainment, the survey sought to identify which activities are preferred. Respondents indicated that watching TV and movies at home continues to be a total favorite, with 57% ranked among their top 16 entertainment activities. This is a high selection of boomers (56-74 years), Generation X (39-55 years), and thousands of years (25-38 years) —even a small number of thousands of years, playing games for them. of video is a second second. . (Rifilato, 2020)

Generation Z (ages 14-24), however, makes a very different choice. Playing video games is their favorite activity (26%), followed by listening to music (14%), browsing the Internet (12%), and engaging in social media (11%). Only 10% of Generation Z say that watching TV or movies at home is their favorite form of entertainment.

If Generation Z's popularity in sports, music, and social media continues to grow over time, the top position held by video entertainment could be challenged. When this happens,

media companies should be ready to emerge and take a different approach, starting with games.

The multiplicity of media options divides and divides the market significantly. Media and entertainment executives may want to better understand the nuances between different categories of clients, generations, and forums. Organizations and managers who are unable to collect and use such information may be in a better position to align — or cause — the next wave of disruption.

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36. Emerging Social Media Trends during the Covid-19 Pandemic

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Prior to the COVID-19 epidemic, non profit organizations had a reliable formula for determining the best times, dates, and marketing strategies on social media. However, as more and more people work remotely and want more visible communication, there is a need for a marketing strategy for wet social media. COVID-19 has taught us a few marketing lessons such as taking a sympathetic tone, which is predicted to stick once we go through the epidemic. Another trend we have seen is that the use of social media has increased, reported to be 10.5% higher in July 2020 than in July 2019. Twitter also saw its first quarter increase of 23% for active daily users compared to 2019. (MS, 2019;)

This presents an opportunity for your nonprofit organization to explore its social media marketing strategy. As people spend a lot of time on social media, you need to know when, where, and how to meet. In this post, we will explore how COVID-19 has changed the trends of social media and how you can update your nonprofit social media marketing formula to continue reaching your fans.

Changes to the Best Times to Post on Social Networking

Commercial companies have been analyzing communication interactions since the onset of the coronavirus epidemic to measure any changes in the best times to post on social media. These findings vary according to the platform and the changing nature of the COVID-19 epidemic. (A, 2020)

Below, we share some of the latest findings from the top three social media platforms, as featured BY SPOUTE SOCIAL. Your nonprofit organization can use this to promote or direct your social media strategy to drive more engagement and get you in front of the fans when they are most active.

Facebook

Pre-epidemic, the most appropriate times to post on Facebook. it was Wednesday at 11 a.m. and between 1 and 2 p.m.

Following the closure orders, Facebook engagement has been high all week. Currently, the best days to post are Monday, Wednesday, and Friday between 10 a.m. and 11 p.m. Posted after 5 p.m. have lower engagement, probably because remote workers have more demands on them at this time.

Instagram

Prior to COVID-19, the best times to post on Instagram were Wednesday at 11 a.m. and Friday between 10 a.m. to 11 p.m. Weekends were the worst time to post, especially on Sundays.

Currently, Instagram sees the highest traffic during working hours during the week. Monday, Tuesday, and Friday at 11 a.m. and Tuesday at 2 p.m. the best times to post a wedding. In addition, with many users turning to Instagram for distraction and some form of entertainment, weekends are between 9 a.m. to 5 p.m. see high user activity, too.

Twitter

Previously, the best times to post on Twitter were Wednesday and Friday at 9 p.m.

Currently, the highest activity on Twitter takes place on Friday at 9am, and interaction is usually higher from 7 a.m. Overall, user interaction with Twitter is always the same as other forums before and after COVID-19, which may be due to people using Twitter. service as a source of information and news source.

Movement toward Creativity and Entertainment

In addition to changes in engagement times, the impact of COVID-19 on social media trends has also affected the type of content users may engage with.

All in all, there has been a movement towards a post that shows ingenuity and aims to entertain. Communication users at United

TikTok, a social media platform focused on short, artistic videos, added more than 12 million US visitors by March 2020 alone and had more than 2 billion downloads in April. Following the popularity of the practice, Instagram introduced reels, a similar concept to TikTok, where users can create short, engaging videos that entertain and educate viewers.

You can respond to the growth of your fans professionally by increasing your profitability, too. By browsing your content to incorporate great art and entertainment, you can join a group of social media users. (W, n.d.)

Conclusion

As companies and nonprofits need to reduce their advertising budgets or focus on their marketing finances, there has been an increasing reliance on live, consumer-generated content after the epidemic. This is a great time to give your fans the power to market on your behalf. You can promote user-generated content for your nonprofit by:

Understanding what types of content your fans are sharing and what forums, and focusing on your efforts there Giving your fans a compelling, accessible message that creates a sense of community through social media Encourage your fans with social media games, talents, and partnerships Interact with support posts to strengthen your gratitude for sharing your message User-generated content helps spread your goal to new audiences in a realistic way. If you are looking to strengthen your marketing budget due to the epidemic-related cuts, user-generated content is a great way to maintain a strong presence on the social media platform in this time of increasing consumer engagement.

Follow COVID-19 Social Media Trends to Establish an Effective Marketing Approach

Trading on social media in times of violence is a liquid form. Engagement levels and times can change in a dynamic environment, and users discover new ways to create exciting content. By following these trends, your nonprofit organization can always keep up with the time-keeping strategy of the social media marketing strategy.

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37. Impact of Covid-19 on the Media System

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Covid-19 has significant and profound effects on several areas of our society. Affected news, journalism, and media, among other domains. In mid-March 2020, an emergency was declared in case of a health problem. Since then, knowledge of the outbreak has been invaluable in addressing the situation. The great importance of Covid-19 worldwide makes it a highly relevant study of media transformation because of its impact. For this reason, here we propose an exploratory and preliminary study to provide the first evidence of how it has shaped the dynamics of the media system and how it has affected democracy. The analysis focuses on the United States, one of the countries in the world with a highly developed media system that has been severely affected by the epidemic. Information systems have important implications not only for the citizens' knowledge of existing facts, but also in terms of democracy, due to the close connection between knowledge and democracy. Therefore, literacy knowledge is important, especially at times that are very important in our society, such as the Coronavirus outbreak. (Bennett & Livingston)

Information is an important resource for citizens in our society. It is an important means of directing people, especially in the most complex situations such as those created by the Covid-19 epidemic. In this sense, knowledge is a tool that can help reduce uncertainty and anxiety. On the contrary, it can only aggravate the problem of panic and conflict. Similarly, information enables us to perceive what is happening around us. In addition, it allows us to access current events and social events that may affect our daily life. Therefore, it is an important tool in the functioning of a healthy democracy. Providing citizens with quality information allows them to make a difference and participate in politics. In fact, this is the main purpose of journalism and one of the most important elements in its design. By providing information, journalism becomes an important part of public speaking, which serves as an independent and intermediary program between the State and society in a democratic democracy, which ensures a system of universal access to information for all citizens. So news

becomes an important commodity in public life. As a result, media use is an important process for developing an informed citizen who is committed to public affairs. The way people get information about current relevant events is important because it can have democratic consequences. (Chadwick, 2017) This can create divisions between well-informed and knowledgeable citizens, resulting in inequalities and inequalities affecting the system of internal equality, which is the foundation of democracy. However, not all media outlets revitalize information opportunities, political interests and knowledge, and participate in public life in the same way. In recent decades, with the advent of digital technology, the media system has undergone many changes. Therefore, a sophisticated system has been developed that is characterized by the proliferation of channels and platforms, the duplication of information providers, the proliferation of communications, and the increasing competition between the media. (Williams) As a result, a complete media program has emerged where information is not an easy task. Increased information's mistrust of legitimate media, political divisions, divisions, and the configuration of the most popular media make it difficult for citizens to access important information on social issues. The biggest obstacle is the increase in the spread of false news, the spread of lies and lies among the citizens. False stories are fabricated stories that mimic common stories intelligently and exploit existing social beliefs to influence and stifle society and institutions, creating confusion and anxiety among citizens. Media outlets have produced unprecedented proportions and speeds in broadcasting this type of news made. Its rise reflects the decline of the mainstream media and the current social unrest. Loss of trust in political institutions is accompanied by dislike. Correspondingly, false information stems from a loss of credibility in the legacy media. This leads to the spread of false information and enhances its effects on believing citizens. This situation is also compounded by the growth of other sources of information linked to populism and the strong right to pursue the country's goals and interests, creating confusion and confusion over information. In this context of change, the nature of political knowledge is established. It is defined as a mediating public place where information flows. It has two dimensions: the provision, which is related to the number and quality of news in the public affairs provided to citizens, and the need, which includes the eating habits of the community and their attitude towards the issues. These two dimensions influence both the information that reaches citizens, their diet and their information processes

Discussion and Conclusions

The most complex situations and risks to human health, such as the outbreak of Coronavirus, citizens view search and information retrieval as important activities. As a result, media usage is growing exponentially. In the case of Covid-19, 92% of adults in the United States regularly receive news of the epidemic, recording a 32 percent increase in pre-hospital health emergencies. This remarkable growth indicates that knowledge is sometimes the most important resource for citizens. Thus, the outbreak of Coronavirus included the recognition of journalism as an important example in 21st-century societies. In this regard, data, on the use and testing of media coverage of reliability, ensures high social coherence of the media system in our world at critical times. Our findings include a new contribution to explaining how the media system works during the most relevant social issues. The most important finding is that Covid-19 serves those citizens very far away and has little interest in the news to reconnect with information about social issues. The tremendous growth in the use of the media and the positive impact of media coverage of the epidemic occurred on a variety of previously unrelated users, such as youth, illiterate people, and occasional information consumers. The outbreak of Coronavirus has caused a dramatic percentage of growth in these community groups compared to the situation before the onset of the health crisis. This has reduced the gap between low-income and high-income citizens (heavy users, people over the age of 65, and higher education levels). Therefore, Covid-19 has partially reduced existing inequalities in terms of media use among citizens, balances citizen access and educational processes, and creates positive democratic outcomes. To facilitate the use of the information of severely marginalized citizens, the health problem has promoted a system of internal equality, and promoted a system of general access to information. As a result, it has revived interest in public affairs, revived the public sector. Similarly, the data allows us to confirm the emergence of asset media in the most critical situations, such as the Covid-19 disaster. These media outlets earn a high percentage in both media use and good media analysis, linked to the credibility and trust of the media. In a complex and dangerous environment, the public chooses established resources with a long history. In particular, television is a place with high standards of use and reliability. This indicates that it occupied a high position in the political arena during the Coronavirus outbreak. Despite its decline in recent years, the impact of the Covid-19 disaster reveals that television, along with all other legacy media, has also experienced its own frustration as public communication in the media about health issues. Almost the entire social

community gathered in front of the screen for important information. The importance of the legacy of the media during the Coronavirus outbreak partially challenges certain ideas that defend how these media outlets reduce its influence in the modern world of political knowledge, at least in the most disruptive situations. In this current health crisis, the legitimate media has also gained their right to be heard, gaining part of their journalistic mandate. Their focus on media use and public trust during the Covid-19 era also casts doubt on their migration as a popular source of current news.

Finally, the Covid-19 shows the limits of the social media platform to inform the most relevant social media. Despite the increase in media coverage of the news in recent years, data shows that they are unable to remove legitimate media as an important source of information during a health crisis. Social media is also below the average coverage in terms of reliability. Besides, the results show that people who use social media to get themselves receive false stories related to the virus by a high percentage. This suggests that these digital platforms have become a major channel for the distribution of fictional stories about the epidemic. These results are in line with previous activities that have limited the scope of the communications platform where it creates interest and political knowledge about social issues among citizens. Despite the nature of the experiment, these findings confirm the existence of the influence of Covid-19 on the news system. The impact of the Coronavirus outbreak on media use has reinforced certain styles already in place in the political arena. But it also exposed the emergence of important developments such as the resurgence of legacy media, especially television, and the reconnection of citizens who often remain offline. These processes have the potential benefits of democracy. However, we need new studies to find out whether Covid-19 has been able to improve citizens' knowledge levels in order to improve their interactions with the community in the face of a very dangerous crisis.

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38. Emerging Covid-19 Trends: Media and Entertainment

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The COVID-19 epidemic has changed the way people use the media and entertainment. As a result of the global closure, people have been forced to stay at home, changing consumer behavior on a large scale. With movie theaters, museums, events, and other forms of outdoor entertainment being banned, public health has flooded the internet, and the use of entertainment has increased dramatically in online games and high-performance (OTT) services.

Traditional media services such as television and newspapers have also been sidelined as significant reductions in corporate advertising costs have significantly reduced the revenue of traditional media executives. Even government advertising has taken over after the epidemic. To a large extent the views are limited to consumers who want live news updates about the coronavirus. (Loucks, 2020)

In contrast, services such as Hotstar, Amazon Prime and Netflix in India have seen an 82.63% increase over time spent. Similarly, YouTube has seen a 20.5 percent increase in subscribers in the country. It received more than 300 billion views in the first quarter of 2020 and was growing at an average of 13 percent since the fourth quarter of 2019. It is expected that a psychological hangover from the virus may also affect behavior. Consumers may take longer to embrace previous external use practices as well, especially in areas most affected by this problem.

To reiterate this view, it is helpful to point out how online ticketing services whose revenue was focused on external events, how they became accustomed to the new standard. BookMyShow, for example, introduced Live From HQ, a new series that focuses on bringing live entertainment to people's homes.

Moreover, according to KPMG India's 'digital billions' trajectory is expected to grow significantly due to the closure of the facility. This is due not only to the addition of new users

but also to the growing convenience and confidence of existing digital citizens. (Friedman, July 20, 2020)

Now, the most important factor to consider, in the post-COVID context is competition between existing and new players. While on the other hand some people expect the epidemic to benefit the entire OTT sector, there is another argument that content gaps are important due to production cuts, frustrated spending due to the closure of many advertisers' businesses and high economic uncertainty. Facing consumers, will lead to a hostile environment for new and emerging services. (Sappington, 2020)

Two parts of this challenge are as follows.

First, in the field of OTT streaming services, content is king. This means that forums must continuously provide high quality programs with high volume. Services must provide enough compelling or exclusive original content and scope for subscribers so that subscribers get something to watch every time they log in.

And secondly, once the COVID-19 restrictions have been disclosed and the previous forms of outdoor entertainment become operational, consumers may look to reduce their OTT services. Services should therefore focus on customer retention as much as possible by all means, such as long-term deals, future promises of high profile content and smart consumer engagement algorithms. This will be important for the long-term survival of the new platforms.

Conclusion

The post-COVID status of the News and Entertainment Industry is expected to be that of a growing digital integration in everyday life that has a short-term and long-term impact on consumer behavior. The mental decline of the epidemic is yet to be confirmed, however, there is no reason to assume that past forms of entertainment such as busy events, gatherings, theaters, concerts may be avoided until trust is restored in such relationships. At the same time, the stage is being set for a new war of attrition between broadcasting services, theaters and other forms of domestic entertainment.

Explores how the current situation could lead to a shift in value between consumers and M&E players alike. There may be a temporary focus on access to food at current levels by companies. We can see a sharp decline in the capex / investment cycle by companies, which could hamper the supply and growth of the M&E industry in the near future. There may also be a renewed emphasis on flexibility, as companies look to move to a more flexible cost model and reduce fixed costs. As this problem has shown, the ability to stay awake during a fall is an

important asset. The practice of rejecting risk is therefore not limited to consumers but also to organizations as we return to the ‘normal’ due to our experience of this problem.

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39. Practical Steps for Responding to the Coronavirus Crises

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The COVID-19 health pandemic has affected Globally and economic and social impacts have disturbed the whole life cycle of all all groups of society. The COVID-19 pandemic effects are experienced different for people of different age groups.

The COVID-19 crisis poses considerable risks within the fields of education, mental health, employment, and disposable income for the young people especially for vulnerable youth. Moreover, whereas youth and future generations can shoulder a lot of of the semipermanent economic and social consequences of the crisis, their well-being could also be outdated by short-run economic and equity concerns.

The Impact of COVID-19 on Young Sensitive Groups

While the trajectory of the epidemic varies from country to country, many governments in OECD countries have used methods of social isolation, detention and isolation to contain the spread of the virus.

In this context, youth organizations have expressed great concern over the impact of COVID-19 on psychological well-being, employment, income loss, educational disruption, family and friendship relationships, and restrictions on individual freedoms. An important part of the respondents also expressed concern about access to reliable information (OECD, 2020)

Employment and Disposable Income

Low-paid and temporary employment in the most affected sectors (e.g. restaurants, hotels and the retail industry) is often managed by young people, who now face high risk of losing their jobs and losing their income. 35% of young people (ages 15-29) are employed in low-paying and moderately secure jobs across the OECD, compared to 15% of middle-aged workers (30-50) and 16% of older workers (aged 51 and above.) (OECD, Coronavirus school closures: What do they mean for student equity and inclusion?., 2020). Evidence from the beginning of the crisis shows that young people (15-24) are the group most affected by the

increase in unemployment between February and March (OECD, 2020 [15]). When faced with the loss or decline of income, young people are more possible to fall under in-stable economic stability, as they have less savings to return to In addition, as shown by previous economic shocks, young graduates in difficult times will find it increasingly difficult to obtain decent work and income, which may delay their financial independence. (OECD, COVID-19: Protecting people and societies, 2020)

Disruptions in Access to Education

The closure of schools and universities has affected more than 1.5 billion children and young people worldwide and has dramatically changed the way young people live and learn during the epidemic (UN, 2020 [18]). Some new teaching and learning tools as well as school delivery programs and teachers being tested to answer this problem may have a long-term impact on education systems. On the other hand, OECD evidence shows that every week school closures mean losses on population development with significant long-term economic and social implications.

Despite the flexibility and commitment shown by schools and teachers in ensuring the continuity of education during school closures, not all students have been able to access education consistently. OECD studies in 59 countries show that although many countries offer additional study opportunities, approximately half of students have access to all or part of the curriculum (OECD, 2020)

In the case of school closures, the quality of the home learning environment becomes more important. The digital divide in connecting and accessing electronic devices jeopardizes the inequality among young people during violence. For example, students from very poor families are less likely to have access to digital learning resources and parental support for home learning .In all OECD countries, more than one in 15-year-olds from economically disadvantaged schools do not have a place to study at home or have an internet connection. One in five cannot access a homework computer.

Toll on Mental Health

2014 Since the outbreak of COVID - OECD research findings also confirm significant psychological effects of social isolation and detention measures for young people that cause stress, anxiety and loneliness. This is confirmed by the findings of a study conducted in the UK and in the US showing that older adults (aged 18 to -18). 29) you experience a higher level of depression compared to other age groups from the onset of the epidemic. (Wright, 2020)

Evidence from previous epidemics suggests that exposure to domestic violence increases during the door-closing measures, leaving young people, children and women at risk of violence perpetrated by family members and partners close to lasting psychological effects. For example, 55 percent of the children interviewed reported an increase in violence during the Ebola epidemic in West Africa 19, online questions about anti-violence hotlines increased to 5 times while emergency calls reporting domestic violence against women and children increased by 60%. compared with the same period last year in Europe according to WHO .

Conclusion

Despite the gradual introduction of closure measures in many OECD countries recently, changes in daily behavior will still be important in the coming months to avoid new waves of infection. Building trust among young people is still important to create purchases and determine the success of response measures and recovery in the long run. The forthcoming OECD Global Report on Youth Empowerment and Intergenerational Justice shows that social governance plays a key role in building trust among young people, supporting the transition to governance, strengthening relationships with government institutions, and ensuring young people trust each other. . justice. Indeed, OECD evidence shows that public administration measures that promote, among other things, principles of transparency, integrity, accountability and participatory participation are strong predictors of institutional trust .In the context of COVID-19, these principles are conditions for better return. Following the general decline in the 2007-2008 financial crisis, reliance on public institutions has not recovered over the past decade. By 2019, less than half of OECD people (43%) trust their national government . The decline in trust has been particularly noticeable among young people. In 2018, young people reported significantly lower levels of governmental trust compared to middle-aged and older citizens in many OECD countries where data is available .Moreover, in more than half of the OECD countries (20 out of 37), the trust placed in young people by the national government, compared to the total population, has declined since 2006 (Figure . While the financial crisis varies in many ways from the COVID-19 disaster, lessons learned from the past can provide important details on designing recovery strategies that do not leave young people behind.

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40. Journalism, Media and Technology Trends and Predictions 2021

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In today's world of mass technology, researchers are often unaware of anything other than their own technology. Opinions of field research are often based more on personal and general assumptions than on information produced by empirical analysis. The work focused on media research, but the researchers also looked at the subjects of speech communication, organizational communication, public relations, research and the development of communication technologies and communication economics as these topics were related to media research.

The year 2021 will be a year of great and rapid digital transformation following the shock of Covid-19. Locking and other restrictions have broken old habits and created new ones, but only this year will we find out how important those changes were. While most of us wish to return to the 'normal', the truth may be different as we emerge cautiously into a world where tangible and intangible meet in new ways. (Institute, 2020)

This will also be a year of economic restructuring, with publishers relying on e-commerce registration and trading - two future business models plagued by the epidemic. Although uncertainty has grown for journalistic audiences almost everywhere, those publishers who continue to rely on revenue for digital printing or advertising are facing a tough year - with more consolidation, lower costs, and closures.

On major technology platforms, the epidemic has forced reconsideration of where free speech limits should lie. As lives are at stake, and under the threat of regulation, expect the process of further intervention of risky and unreliable content and greater prominence of reliable media products - as well as greater financial support. By the end of the year, journalism may be partially separated from the vast majority of information published online. (Times)

New technologies such as artificial intelligence (AI) will also drive greater efficiency and automation across a wide range of industries including publishing this year. But as AI emerges from R&D labs into real-life applications, we can expect a heated debate about its impact on society - on the speed of change, on transparency and fairness.

In this case last year few could have predicted how our lives would be changed - both personally and professionally - by an invisible virus. There was no mention of Covid-19 in last year's report, and yet it continues to place dignity in all our programs, with its potential implications for us in the years to come. ('Facebook Offers News Outlets Millions of Dollars a Year to License Content')

It has become commonplace to talk about Covid-19 as a matter of urgency but in this year's survey, editors, CEOs, and other senior executives gave us a practical understanding of what this means for them. More than three-quarters of our sample (76%) say the epidemic has accelerated digital transformation programs and respondents say that change is happening in many areas: changes in performance; in journalism and formats; on business models; and how media companies think about innovating.

Changing Newsrooms and Remote Working

The most obvious change in the performance of journalists has been the forced adoption of remote operating systems, using online collaboration tools such as Zoom and Slack. Many previously unresponsive journalists found themselves in favor of new converts, while news organizations found it possible to create newspapers, websites, and even radio and TV news programs, from bedrooms, living rooms, and kitchens.

The broadcasters worked with a small number of key office workers assisted by others in the field and at home. But at the height of the epidemic, some newspapers were produced with no one in the office - the industry first. The biggest stories of the year, including George Floyd's assassination and the aftermath of a strenuous US election, biting nails, were compiled and packaged using online tools: 'The performance of our entire team remotely changed the game', said one of the media leaders who coordinated election broadcasts. to another very large (GIJN)

What will Happen this year?

Learning Lessons. The biggest challenge for next year will be how to move from a crisis situation to a progressive personal / remote model. In the Straits Times in Singapore, editor Warren Fernandez says they are re-examining how the newsroom 'physically works'

and presenting flexible arrangements. Many journalists would like to continue working from home, but some cannot wait to return to the office. That could be a problem as up to half the news organizations have effective plans to reduce their space to save money, according to our Ching Newsrooms report. Expect some excitement as new ways of working and new agreements between management and unions are dissolved.

Face-to-face Reporting could be Making a Comeback in 2021. The 24-hour online newsletter has led to many journalists being locked up at their desks, which has contributed to the growing lack of communication with the audience. This could be a year in which that is changing: ‘We are accelerating programs to accommodate more journalists and groups in the community’, says Gaven Morris, Director of News, Analysis & Investigation, of the Australian community channel ABC. The company has used the Covid-19 issue to test new technologies and ways to collect news. This includes ‘efforts to improve the content of the crowd source and to test audience-based investigations’. Similar methods have been tried in the UK by the BBC Local Democracy Reporting Service and Facebook journalists who fund community journalists to cover less under-represented areas.²

Refocusing Journalism on Facts, Explanation, and Specialism

One unexpected product of this epidemic seems to have been a renewed sense of confidence among journalists about the value of their product. Despite the economic downturn, self-confidence in individual companies remains remarkably strong (73%), while confidence in journalism has grown from 46% to 53%, compared to last year's survey. This is possible because the recorded audience numbers during the coronavirus disaster show the extent to which the community is still putting in reliable information:

Coronavirus Explained

Companies that invested in specialized services and talent before the disaster were in the best position to improve their reputation. Health journalists and health professionals such as Dr. Norman Swan at the Australian Broadcasting Corporation, Professor Christian Drosten working with German broadcaster NDR, and Dr. Sanjay Gupta of CNN have become the names of people who spread their knowledge on television, radio, podcasts and online - answering questions of listeners. and helping to correct false information. Some publishers are built on data technology and visualization to provide context while websites use personal functionality to help audiences quickly understand the changing rules.

This is important because our research shows that those who follow the media have more information about the epidemic and it means they are better equipped to stay safe. forums helped to strengthen journalism (68%) rather than weak (22%) this year.

It is important to note that the media not only amplified and interpreted official messages but also presented a number of powerful, independent investigations into the government's handling of this crisis.⁴ Criticism does not always go down well with politicians and their supporters, in particular. in countries where even the public health issue has become polarized. We can expect this disagreement to be a continuous flashpoint by 2021. (Reuters Institute)

Conclusion

The problem has made many news outlets realize how little they understand about science and technology - and the number of such rare media outlets that can explain these complex issues to society as a whole. 'There is also an urgent need to address key issues surrounding the wider environment and technical themes, as well as the content of younger audiences,' said Phil Chetwynd, International Affairs Director for AFP News Agency. With so many news outlets already in the heat of human political infighting, expect to shift to more intense and varied bodies.

Focus more on data and visual storytelling formats. Both the epidemic and the US election have highlighted the importance of media organizations that can visualize and interpret complex issues in an accessible way. Data journalism often separates from the general narrative, providing many ways of interpreting and analyzing stories. Some publishers are looking to develop additional visual content as a news format that is now widely accepted by most social media platforms.

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41. Media and Entertainment Industry Witnessing New Trends Post Covid-19

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The COVID-19 epidemic is changing the way we use the media and entertainment (M&E). With people trapped in their homes, our public lives have shifted to the internet and the use of entertainment has skyrocketed among the home parts of television, online games and over-the-top (OTT). On the other hand, theaters, theme parks, museums, and other forms of outdoor use are suffering, as are the practices of physical isolation and road closure.

The epidemic has led to the retrenchment of workers in certain parts of the M&E such as print and television media as advertisers reduce spending. As monetization, especially the use of advertising, comes under pressure, financial management and profit protection with greater integration of technology are likely to gain strategic value in M&E companies. (Lades L, 2020)

While the long-term effects are yet to come, the following M&E themes are likely to focus as the reality of post-coronavirus becomes clearer:

Broadcast television is not dead — but it is rapidly evolving with the transition from serving the TV audience to the ubiquitous. Over the past few decades, there has been a significant expansion of OTT (top) delivery programs such as Apple TV, Jio TV and Roku TV. For local TV stations and broadcast meteorologists, this creates a huge opportunity for live TV channel live streaming applications. When the global economy came to a standstill after the collapse of the COVID-19 global single-sector animation, VFX and the gaming industry, there was a dramatic increase in the use of TV, games and digital. platforms. (S., 2020)

At the time of the closure, people were caught up in simple children's favorite home games like Ludo, Rummy and many more. Animation has seen an increase in the epidemic, with the advent of the animated medical animation show a special influx. A combination of text, graphics (still or moving images), graphics, sound, and animation are used to illustrate medical content. Covid 19 is digitally represented in the form of audio, video, and animation,

facts and data are presented in a report using diagrams, graphs, pie charts, and other graphic representations in relation to its current trends, dynamics, and critical statistics. .

There are plenty of job opportunities for animation and visual effects for films, video games, television, mobile platforms, etc. using images and software programs. Adobe After Effects, Premiere, 3d Max, and Autodesk Maya are just a few of the leading software programs for animators. Animation, animation and animation forums, animated sequences of different profiles when it comes to Animation and Multimedia. The film and video production industry, game design companies, advertising and graphic companies, web design firms, product design firms, and 3D Modeller are job opportunities in Multimedia and Animation. (Nhamo G., 2020)

The epidemic has aroused the desire to be real, which is true in the expression of life. The film industry has seen the rapidity of short-form content, the pains of the epidemic have evolved into engaging, traumatic, real, immersive and heartwarming things. OTT platforms have seen sharp increases in potential subscribers. OTT platforms like Netflix, Amazon Prime, Zee5, Disney, Hotstar have confirmed the existence of the COVID-19 epidemic, a number of movies have been shown on various OTT platforms. With the advent of this global crisis, there is a significant escalation in the registration of OTT for both Hollywood and Bollywood movies.

Online games in their digital avatars will prosper and prosper which has seen a huge increase in the number of hours spent by Indian users in the world of online games. It is one of the industries that has benefited from all levels of society and isolation.

Another trend that has emerged from multimedia is e-sports, the suspension of sporting events due to the Covid-19 epidemic has led to huge interest and increased e-sports viewing. Both film and television content is now available to on-the-go users, providing comfort, and an attractive audience to use the content of their choice. Consumers can also choose 'video where needed.' The rise of Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and Extended Reality (XR) and its recreational use are emerging covid developments. after this epidemic.

Consumer behavior emerges as the world becomes accustomed to the norm, where social isolation, homework and visible meetings are commonplace. Demand for home media is expected to grow exponentially, as familiarity and ease of access emerge as drivers. OTT platforms and digital media are already attracting new consumers and growing in new areas and demographics. Outbreaks appear to be exacerbated during the recent transition from portable / digital devices to large-screen TVs — providing significant fulfillment for internet / fiber-to-the-home (FTTH) companies.

Even after this problem has passed, the psychological fullness of the virus could mean that it will take time for consumers to re-adopt models for external use, especially in the areas most affected by the problem. Here, the recovery of foreign M&E use may be delayed in other parts of India which would have a relatively small impact. This can open up innovation and access solutions as consumers turn to live live events and new delivery models to connect. Technological advances can play a significant role in bringing outdoor entertainment and direct communication with consumers in infected areas. (M., 2020)

Conclusion

Theaters, Satellite Television, OTT venues have always been the most popular entertainment destination in India. All three sources had different advantages as theater and satellite were for public viewing and OTT platforms were for individual viewing making it impossible to influence the other side. After the spread of the COVID 19 Pandemic, the theater and Satellite Television came to a standstill and there was a sudden increase in the number of subscriptions to OTT platforms as more people were forced to stay at home which is why they prefer to enjoy new content. themselves. The move also encouraged filmmakers and producers to sell their content rights on these OTT platforms for a consistent amount of money. The move helped the filmmakers make a profit, but forced the audience to purchase a monthly subscription to enjoy one movie. Although the cities have technological advances and compatible devices that enable them to enjoy content especially for a whole month, but when it comes to the majority of Indians, this does not seem to be a viable option. It therefore proves our view that filming on OTT platforms prevents many audiences from consuming content and while we are on the path to becoming a digital development nation, there are still many goals we must reach.

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42. Past Current and Future Trends in Mass Communication will Change Completely Post Covid

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COVID-19 is a global infectious disease that originated in Wuhan province of Hubei in China in December 2019. It has spread to 210 countries worldwide. The World Health Organization declared it a pandemic on Jan. 30, 2020, and raised public health concerns worldwide. As of July 15, 2020, more than 13 million people have been infected. To date, 0.6 million people have been reported dead. It was found to be more lethal than other members of the coronavirus family, with a mortality rate of 1.4% (slightly different from countries). Between December 31, 2019, when Chinese authorities announced their first case of pneumonia of unknown etiology until Jan. 3, 2020, a total of 44 cases were reported to the WHO. However, the causative agent was not identified during the reporting period. Later, the novel coronavirus was identified on Jan 7, 2020, and its genomic sequence was shared with the world. The WHO named the disease 'COVID-19' and the causative virus 'SARS-CoV-2' on February 11, 2020. It is named after its genetic similarity to the coronavirus that caused the 2003 SARS outbreak. Other family members include SARS coronavirus SAR-CoV and MERS coronavirus MERS-CoV. (who, 2020)

These factors create public concern and compel the general public to seek help through the most accessible ways available. For many people, it could be the Internet or the media, including print, and streaming options. The Internet is considered the world's media. In this epidemic or epidemic, controlling the spread of disease is a fundamental requirement. It requires early symptomatology recognition, prompt diagnostic measures, effective home and hospice management, and appropriate preventive measures. This requires the involvement of various departments from government to health, to the media, to the general public. Whenever a new virus or bacterial infection appears, it passes through a local infection, spread to the spread, and finally, remission through effective measures. Control measures are taken at each step of the chain. It includes anticipation of potentially widespread infection, early detection,

active capture, control and mitigation measures, and lastly, elimination. According to the WHO, it involves the integration of respondents, the appropriate system of health information, and the management of communication risks. The media plays an important role in each step. The way news reports change people's behavior and attitudes. This was learned from the H1N1 flu epidemic in China's Shaanxi province in 2009. In a study published in 2016, Yan Q. et al. has shown how human response can change through media reports and, therefore, can affect emerging disease controls. Media reports of the disease spread during the H1N1 epidemic in 2009 raising fears and awareness among the public. On the other hand, it helped people to take important precautionary measures. On the other hand, some people begin to discriminate against sick people with inappropriate material published in other newspapers . This is an example that shows that the interaction between media awareness and disease control is a two-way process. (Today., 2020)

The use of social media has grown exponentially and as a result, there are many forums available, including Facebook, Twitter, YouTube, Instagram, Snapchat, WhatsApp, and Reddit, as well as Chinese counterparts WeChat, Weibo, Tencent, Tik Tok, and Toutiao. People have become accustomed to posting all aspects of their lives on social media. This includes their success, worries, and daily and hourly travel. Since the closure, there has been an 87% increase in social media use . People start collecting information that is posted in anonymous groups and pages and they believe it. Religious pages also began to entice people in the midst of chaos by spreading non-scientific information about the prevention and treatment of the virus. (PUBMED, n.d.)

The undeniable claim of the virus that affects adults puts young people at risk. This eventually led to a large number of young people being infected with the virus. This unscientific and unproven fact spread like wildfire in the media and caused the elderly to experience a number of intellectual and physical traumas. There have been reports of older people being evicted from their homes, and an increase in cases of emotional abuse between them. This changed the public perception of the number of older people and caused a great deal of stress among them based on the immediate community response. On the contrary, for thousands of years, college students, as well as high school students, have gone to the beaches for a year-long celebration of their annual spring break, which later proved to be dangerous. Social media has spread this false information about the virus that has been playing into the minds of people who are beginning to argue the importance of social isolation. In addition, the

disruption to professional life and adherence to social media throughout this free period, highlighted issues such as racism and wealth inequality. Several cases of domestic violence were also reported. This also adds to the stress that is already growing due to solitary confinement.

Stress is a normal reaction of the human body to the negative aspects of life. Those who cannot control it experience anxiety or depression levels. Depression can manifest itself physically and mentally, which varies from person to person. To win, you may need to make some changes in your behavior or medications. An important role of the media is to keep people connected, informed, and happy. The positive impact of the media has been reflected in the problems of COVID-19 in promoting emotional stability among people. Pages and groups on forums such as Facebook and Instagram began posting videos related to physical and mental health. Many relaxation tests were advertised, and books were made available free of charge. The school has ensured the availability of free and possible textbooks for young children. There were many other similar examples. Many institutionalized people have started free online educational activities for children of different ages. Many groups were formed, encouraging home-schooling students to submit daily worksheets for children. The work of toddlers helped caregivers at home to become accustomed to daily healthy activities. In addition, stores began selling educational toys at huge discounts with media coverage.

Telemedicine

Telemedicine is a remote service provided to patients for health-related advice, problem-solving, and safe disease monitoring, thus keeping the patient and the doctor confidential. However, historically, the telemedicine service is still relatively rare. In 2017, a study conducted in the USA showed that 82% of people do not use this service. The root cause may be related to limited availability, especially in rural areas of the world or cultural reasons. However, the government has been using this in hurricane or disaster management situations. It uses a wide range of technologies such as audio and video sessions, telephone interviews, and integrated clinical information systems to help address the problems of sick people in the community. In the case of COVID-19, telemedicine has become the backbone of clinical practice. Visual treatment of patients began at the beginning of the epidemic. People were afraid to go to the hospitals even for serious problems. A help line was also set up, which allows people to determine if their symptoms are testing for COVID-19. The media was used to promote it therefore, and to maintain the principles of closing the door.

There were no initial checks, and many “fake doctors” began using prominent social media platforms for this purpose. This led to the spread of misconceptions about the virus and promoted beliefs in simple and mysterious treatments, making people less aware and contributing to the spread of the disease. For example, rumors were spread about the use of humidification and steam to prevent the disease and a 40-minute video was posted on Facebook explaining the use of 'steam inhalation' as a means of killing the virus. In this video, the ‘expert’ explains the use of boiled water mixed with sea salt and orange cakes for 15 minutes viewed 2.4 million times . This provides only symptomatic relief during the common cold, and it can severely damage the eyes, face, and airways through hot water vapor.

In this age of mental health problems, various mental health organizations have developed a comprehensive way to control the rapidly growing burden of mental illness. Loneliness due to social isolation, anxiety about disease insecurity among victims, loss of income due to business closure, despair due to discrimination, and insomnia due to loneliness are some of the psychological problems people face. Suicide rates have skyrocketed. Domestic violence is on the rise. Also, the grief and sadness of losing a loved one is evident. A team of experts has been formed to work on this situation. Online mental health services work to fight mental illness, and online psychiatrists and psychologists provide free consultation. Social media contributes to public health education (Post., 2020)

Publicity of Chloroquine

The media is a major source of information and plays an important role in educating the masses. However, when extremist sources disseminate information without proper verification, it can not only be harmful but also have unintended consequences. The example of hydroxychloroquine (HCQ) fits the situation. HCQ, a lyso-somatotropic agent, is an approved drug for the treatment of malaria and other autoimmune diseases. Its ability to fight off certain viruses is explained by its role in inhibiting the activity of lysosomes. It is thought that at acidic pH, certain bacteria, after being absorbed into the plasma membrane of cells, may interact with the lysosomal membrane, thus entering the cells and multiplying. Chloroquine is a weak source, enters the lysosomes and raises the pH of the lysosome. As pH increases, lysosomal enzymes fail to function, and bacteria that need acidic pH can no longer enter cells. The productive role of chloroquine against SARS-CoV-2 has been demonstrated in vitro [20]. The effectiveness of HCQ in humans is yet to be determined. Several deaths have been reported as a result of chloroquine abuse, following Trump's approval of the drug as a "game change"

Managing Infodemics

The term "Infodemic" is derived from two words, "knowledge" and "epidemic", and refers to the rapid and far-reaching spread of both accurate and incorrect information about the disease. During a pandemic, when facts are often mixed with rumors, it is difficult to learn important information about the problem. Infodemics, like epidemics, can be controlled. The World Health Organization (WHO) states in its book "Controlling Infectious Diseases: Important facts about major deadly diseases" (May 2018) that there are three main aspects of 'dangerous outbreaks,' that need to be addressed:

- The professionals and authorities concerned should be quick to use the means to convey the necessary information and information about the public as soon as possible using social media, including print (brochures, pamphlets, newspapers), television, the Internet and social media. Communication methods of translation should be used to benefit the general public and thus, eliminate social and cultural bias.
- Authorities need to deal with people's fears, anxieties, opinions, and concerns and devise ways to answer each individual's question about anything. Also, the media can be used for this. A health survey can be done on social media, television, or radio to prepare for this. Affected people views and interventions that can be communicated via messages and controlled.
- Management of rumors and inaccurate information is required. Social media, which is the source of such spreads, can take basic steps to reduce them over time. There should be designed ways to listen to and correct inaccurate information.

Conclusions

COVID-19 is a global problem that has spread around the world at an alarming rate. The media play a vital role in disseminating information, influencing public behavior and preventing the spread of disease. In this article, we have discussed the positive and negative effects of media coverage and the steps that can be taken to make the most effective use of the media in emergence. In addition, we recommend creating a media response test model at the end of each epidemic. This test can serve as a response to the media to help design better and more effective strategies to control and prevent subsequent outbreaks.

The epidemic is leading many to identify and use digital communication methods. The epidemic also opens up opportunities — and affects how we use digital media in all aspects of our lives. If these changing patterns are long lasting, we should be clear when discussing and comparing pre- and post-epidemic effects of the coronavirus when it comes to studying digital communication and media use. In addition, these issues need to be considered over time, including their implications for political and journalism communications, education and learning, health communications, scientific communications, and a host of other fields. As digital media becomes more fundamental to everyday life — a process accelerated by a global epidemic — research on social media and media behavior may be even more important.

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43. A Study of Challenges Faced by a Journalist during Covid-19 Pandemic

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In the long term, journalists are critical to maintaining an objective news source. As a consequence, journalists are legally protected from the administration, culture, and news organisations when doing their duties. This study employs a qualitative methodological approach in order to comprehend the phenomena encountered by the test subjects.

During the COVID 19 era, the trend was for media firms to place a greater emphasis on their journalists. Media organisations should have guidance not just for appointing journalists to news stories, but also for saving journalists as human beings. This momentum could be used by media organisations to reaffirm the importance of stringent work security rules for journalists.

The media plays a critical role in disseminating scientific, evidence-based knowledge about novel viruses, as well as diagnostics, drugs, and vaccinations. This type of knowledge enables people to have a greater influence over their perceptions of illnesses and public health strategies, as well as to address emerging threats such as Covid-19. Though research has historically received scant coverage in Indian newspapers, the pandemic has prompted an increase in health and scientific reporting. Additionally, the term "infodemic" has been coined to refer to a recent threat to scientific information. To address the issue, new collaborations between science and the media are required.

In the aftermath of the COVID-19 pandemic, journalists face a difficult challenge in gathering and disseminating reliable information. Journalists live in an environment in which their work affects and is affected by the climate. Using the context of catastrophe information ecology, this thesis investigates the discursive architecture of journalism during the COVID-19 crisis. To better explain this process in the world of journalism, we unpacked discourses about the coronavirus pandemic gathered from conversations with journalists after the pandemic. Journalists found it difficult to write during the pandemic and worked to mitigate the factors

that hampered their coverage when attempting to combat the tide of disinformation.

The Covid-19 pandemic has had a strong detrimental effect on the industry of journalism.

The efficiency and efficacy of the supply chain, thoroughness of coverage, collaboration among reporters, writers, editors and publishers, demand and consumption of paid advertising all have taken a serious dip that has resulted in losses in many direct (for example, revenue, readership, etc) and indirect (influence) ways.

This has resulted in massive pressure at corporate level as well as individual level. In addition to the vicissitudes that the pandemic brought upon everyone, individual journalists had to endure reduced salaries, longer work hours, harsher work environments, legal actions that were not only more strict but also more arbitrary and even lay-offs in some cases. (wikipedia, n.d.)

To cope with all this, many publishers have lowered prices on their paywalls, approached the Internet in new ways to increase their reach among the masses as well to increase the depth of their coverage, but the downward fall has continued incessantly.

Despite all this, journalists have worked to produce coverage of the pandemic, combating misinformation, providing updates on public health, and supplying entertainment to help people cope with the virus's impact. Although most institutions like governments and corporates have implemented work from home (WFH) and academia has largely followed the recommendation to school from home (SFH) or study online since February/March 2020, the institutions for mass media have not implemented this recommendation.

Journalists and reporters continue to run reports or coverage in the field in which press workers still meet face to face with the sources or the public related to the journalist's work. It means that the policies issued by the governments do not take the challenges faced by mass media institutions in the details they deserve. This compromise in the media market has a strong impact on the state of nations and their peoples.

Journalists investigate the most recent developments from scientific research, government-sponsored health policies and programmes, as well as healthcare and relief services offered by non-governmental organisations (NGOs), and then disseminate the results.

This exchange of scientific, evidence-based knowledge regarding new diseases, strains, and mutants, as well as diagnostics, medications, and vaccinations, is important for public health.

This could help influence people's perceptions of certain illnesses, as well as aid in prevention and recovery, adding to their well-being.

In the case of new viruses for which no drugs or treatments are effective, the news media may help influence risk perception among citizens and policymakers. The journalist profession is protected by legal protection standards for journalists as long as the journalists obey the journalistic code of ethics in fulfilling the public's right to obtain information. (American Behavioral Scientist, n.d.)

Brief Historical Overview

Pandemics Before Covid-19:

COVID-19 is not the first, and most certainly not the last, pandemic to sweep the globe. Three major epidemics occurred in the last century: The 1918 Spanish flu was caused by the H1N1 virus. A virus that is thought to be of avian origin. It infected approximately 500 million people, accounting for roughly one-third of the world's population at the time. Resulting in a loss of roughly 16% of global gross domestic product (GDP).

The other two, in 1957 and 1968, were relatively mild, but nearly one million people died.

In March 2009, a novel H1N1 subtype of influenza virus emerged in Mexico, killing 18,449 people in 214 countries. (IJMR, 2020)

The last two decades of this millennium have seen major public health events such as SARS, Middle East respiratory syndrome (MERS), avian flu (H5N1), influenza (H1N1), and the ongoing COVID-19 caused by SARS-CoV-2. (IJMR, 2020)

Covid-19 Timeline:

24 March: PM Modi declares a 21-day lockdown. A televised speech to the nation reveals to the world that the country has been under complete lockdown for 21 days.

1st April: The Nizamuddin case remains a source of contention. The congregation of Nizamuddin Markaz is connected to 129 new cases in Delhi and 74 new cases in Tamil Nadu.

The nine people who died in Telangana attended the same incident. The Covid-count in India has grown to 2,543, and 72 people have died so far.

20 Aprils: To alleviate the suffering caused by the lockdown, the government has agreed to allow the reopening of some industries in rural areas.

The government also permits agricultural operations, road development, and building in the hinterland, which has been less impacted by the coronavirus so far.

April 20: The situation is critical in Mumbai, Pune, Indore, Jaipur, and Kolkata. In India, the overall number of coronavirus cases has crossed 17,615, with 1,553 cases and 36 deaths reported in just 24 hours.

May 1: Special trains for migrants The "Shramik Special train" began operations today as part of the Centre's effort to transport stranded migrant workers back to their home states during the Covid-19 lockdown.

May 4: Lockdown 3.0 The third phase of India's nationwide lockdown has begun.

June 8: Unlock 1.0 After 75 days of lockdown, India began a phased reopening after recording over 9,983 new coronavirus cases in a single day, making it the world's fifth worst-hit nation.

June 11: India has surpassed the United Kingdom to become the fourth-worst affected country. The country's total number of coronavirus cases has risen to 298,283, with a death toll of 8,501, in the country's largest-ever increase in the number of cases and deaths in a single day. (business-standard.com, n.d.)

SARS, Ebola, and the latest Coronavirus outbreaks have all become international pandemic. When an epidemic happens, the media plays a critical role in disseminating facts. Severe infectious illnesses such as SARS, Influenza, NH1, and Ebola were carefully monitored by media reporting.

Using disinfectants, staying home, wearing a mask, being vaccinated, and avoiding crowds (who, 2020). Journalists are doing an excellent job of providing information on pandemics and infectious diseases. Journalists are doing an outstanding job in collecting research on pandemics and infectious diseases. Journalists had a vital part in expanding understanding about SARS, H1N1 influenza, and swine flu pandemics. It is important for journalists to ensure the authenticity and credibility of their information sources.

During pandemics, journalists' functions are not only important, but their practises are also thoroughly investigated. Sections of the population, such as medical practitioners, blamed them for causing sensationalism or misreporting (Vercellesi, 2010).

Researchers usually focus on pandemics in western nations (Holland, 2012). The Global South pays little attention to the effects of pandemics or other public health crises. This research aims to close a knowledge gap regarding the pandemic's effect on journalism and to highlight flaws in the country's journalism practices. Disaster communication environment (Spialek, 2016) refers to the resources and information people use before, during and after a

disaster. COVID-19 is considered a catastrophe because it is a “catastrophic, co-occurring, and timed event” (McFarlane, 2006).

The communication resources used in the epidemic and the crisis situation may differ from those used outside of the epidemic or disaster situation. For example, sirens or weather forecasts may not be used regularly without a storm and are therefore not in normal human communication activities (Perreault, 2014)

Reporting in Pandemic

During India's Janta curfew on March 21, only essential services were permitted to operate, including journalists and media personnel, as announced by Prime Minister Narendra Modi.

Journalists are called upon to report from the field, particularly during times of crisis. Working in risky settings to collect news and images from the frontlines is a risk that journalists face on a daily basis. Journalists were regularly reporting positive instances, the suffering of migrants and employees, and exposing the government's incompetence during the epidemic before and during the lockdown. (newslaundry , 2020)

Narayan, a veteran photojournalist, explained, "While newspapers are sanitised during the printing process, there are no sanitation procedures in place for us news collectors." "It is our job to photograph risky and dangerous situations; no one complains." Coronaviruses pose a variety of risks. We could have been infected at any time, and no attempt was made to defend us. " (newslaundry , 2020)

According to the **Rights and Risks Analysis Group (RRAG)**, approximately 55 journalists faced arrest, FIR registration, summons or show cause notices, physical assaults, alleged property destruction, and threats for reporting on COVID-19 or exercising their right to freedom of opinion and speech during the March 25–May 31, 2020, national lockdown. (RRAG, n.d.).

Crackdown for Reporting During COVID-19 Pandemic

At 8pm on March 24, 2020, Prime Minister Narendra Modi announced a nationwide 21-day strike from 00:00 on 25 March to fight the spread of COVID-19 in India.

Since then, the ban has been extended for a fourth time until 31 May and after that, the locking limits are gradually reduced.

This summary examines the extinction of the media to report during the closure. Closing the 1.35 billion population in 21 days would undoubtedly create additional complications, even in the best-case scenario closer to pre-planning.

However, when the closure was announced at 8 p.m., following India's successful closure of the majority of the country's shops after 4 p.m., these numerous issues would erupt into a major humanitarian crisis. (Firstpost, n.d.)

The Indian Central Government, or Federal Government, was unprepared to address the true concerns of the masses, which included 453.61 million migrant workers in 2011, let alone 71.35 million people living in "severe poverty," defined as living hand to mouth, according to World Bank projections for 2018.

Due to the closure, a severe shortage of food, housing, employment opportunities, and transportation existed. According to the Supreme Court's June 9, 2020, order, "the plight of migrant workers affected the entire community." (SUO MOTU WRIT PETITION (CIVIL), n.d.)

Bringing news was difficult in itself, as state governments across the region attacked the media.

The Indian Government pleaded for the suppression of freedom of opinion and expression on COVID-19 under the guise of "deliberate or inaccurate reporting" in written petitions filed in the public interest by the Supreme Court of India on 31 March 2020 for the settlement of foreign workers' grievances in various parts of the country. (The Hindu , 2020)

The Indian government made it clear that it wanted the media to support its position.

The Supreme Court said in its rejection of the Indian Government's petition on March 31, 2020, "We expect the media [printers, electricians, or social workers] to maintain a clear sense of responsibility and ensure that unconfirmed news that can trigger panic is no longer circulated."

Arrest

At least 10 journalists were arrested and 4 others were saved Between 25 March to 31 May 2020 from being arrested by the Supreme Court for allegedly giving what the police/administration termed misinformation or spreading rumour about COVID19, exposing alleged corruption, violating lockdown rules even the press is a necessary service exempted under the lockdown, exposing shortage of food and PPE, tweets questioning why families were

placed under home quarantine for merely speaking over the phone with COVID-19 patients, exposing bribes by conducting sting operations ,etc. (RRAG, n.d.)

FIR

At least twenty-two journalists have been charged under the Indian Penal Code, the Information Technology Act, the Disaster Management Act, the Motor Vehicles Act, the Scheduled Tribes/Scheduled Castes (Prevention of Atrocities) Act, and the Unlawful Activities (Prevention) Act. These journalists' reports have been linked to reporting on migrant workers facing starvation, the administration's failure to provide rations to migrant workers, the gathering of migrant workers, irregularities in the operation of relief camps for migrant workers, carelessness and negligence at quarantine centres, or simply reporting on a minister following the advice of astrologers. Numerous FIRs have been filed against a number of them, demonstrating their zeal for harassing and browbeating journalists. The overwhelming majority of journalists were arrested in connection with their coverage of various COVID-19 issues. (RRAG, n.d.)

Physical Attacks or Threats

At least nine journalists have been beaten, with two being detained by police. While one journalist was held hostage by the village Sarpanch in Odhisa, another journalist's home was reportedly demolished as a result of his article on the ruling party's MLA. A female journalist was singled out during the lockdown for reporting on a story titled "Wildlife hunting on spike." (RRAG, n.d.)

Indian newsrooms and media: Layoffs and cutting jobs in 2020

On March 18, Hamara Mahanagar declared its closure due to a lack of market profitability.

On March 20, 2020, India's Ministry of Labor and Employment issues a circular advising public and private sector employees not to lay off or reduce wages.

Vendors in Mumbai, Delhi, and other parts of India will cease newspaper delivery between March 22 and March 31, 2020.

Andhra Bhoomi journal, published by Deccan Chronicle Holdings, ceased publication on March 23, 2020.

Prime Minister Narendra Modi announced a nationwide lockout on March 24, 2020.

The Indian Newspaper Society sent a letter to the Union Finance Ministry on March 24, 2020, demanding a two-year tax break. The letter is entitled, 'Request for Immediate Relief for

the Collapsing Newspaper Industry Affected by the Triple Whammy of Coronavirus, Falling Advertisement Sales, and Customs Duty on Newsprint.' Shailesh Gupta, President of the Indian National Congress and a director of Jagran Prakashan, signed the document.

Many Garmful Threats

Thirty percent of respondents who were actively reporting in the field during the first wave of the epidemic reported that their news agencies did not provide them with even one piece of recommended protective equipment.

45 percent stated that they were not provided with a face mask, 49 percent stated that they were not provided with hand sanitizers, and 85 percent stated that they were not provided with appropriate technical equipment such as extendable boom microphones and telescopic lenses that would have allowed them to conduct interviews at a safe distance. The survey found other threats too.

Around 70% of respondents reported finding the social and emotional consequences of coping with the COVID-19 epidemic to be the most stressful part of their job, and an impressive 82% of them reported having had at least one unpleasant emotional or psychological response as a result of the pandemic.

Conclusion

The COVID-19 pandemic has impacted the journalism industry and the role of journalists. COVID-19's loss of advertising revenue has had a major effect on a number of local newspapers; some journalists have been killed, and several outlets have been diverted. Numerous newspapers with paywalls paid journalists a small fee for complete coverage of COVID-19! Journalists have worked tirelessly to provide reliable information and public health warnings to assist people in coping with the virus's effects and to provide entertainment.

One critical operation should not be cut during the corona epidemic! Nurses, police officers, veterans of the security services, and journalists are only a few examples! Journalism is considered to be a type of public service! Journalists have also been forced to give their lives for their jobs. Journalists continued to perish as a result of the Corona epidemic He was still fearful of police poles, convictions, and the prospect of losing his job due to the Coronavirus

The famed poet William Shakespeare wrote in his character Hamlet, "When they are wounded, they come not only, but in a great deal of traffic." That is, a heinous event exacerbates its own complications. Due to the pandemic Corona virus and its economic effects, the work industry decreased employment during the Coronation period; employees were laid

off and their wages were reduced! The media sector has suffered as a result of the government's lockdown in an attempt to contain the transmission of coronaviruses. Small newspaper and magazine publishers have been forced to halt publishing due to the financial crisis and other causes! It has done an outstanding job defending its kind and priceless survival.

For journalists around the world, the COVID-19 epidemic is unprecedented news. Hence the news cycle, an 'infodemic' of misinformation, this single epidemic affects individual challenges, which have affected every one of us! When thousands of employees worked from home during the epidemic, many journalists had no other option but to go out in their studios, news rooms, or on the field. In addition to reporting on the virus, journalists also had to battle the battle described by the World Health Organization as 'infodemic'. At the same time misinformation, disintegration and rumours were spreading rapidly and widely during the health emergency! Which was also well faced by the journalists! Newspapers around the world have prioritized epidemic coverage to keep the people informed during these turbulent days.

The media played a key part in fighting this deadly virus. Although the dissemination of this information satisfies the duty of supplying the public with life-saving information. Regardless of their experience, the public's wellbeing has remained a priority throughout history and continues to do so today. When the whole country was at risk! A curfew has been imposed on the general population. Journalists were already commenting on the moment's silence. That is very frightening. Additionally, journalists have given news coverage during the country's national demise. He contributed to this epidemic by prioritizing his responsibilities and putting himself at risk. Corona was dismissed by the Indian newspapers in January and February, receiving no attention at all. Since there was a Baharkorona aura in India at the time. Aga was employed in the Dusro house. However, after it was found in his own house, the media became extremely involved in March, when the first case of Corona infection was discovered in India! Corona outbreak received a conviction value in March 2020. Anyone who switched on a television saw just the corona epidemic news! The newspaper was entirely devoted to Corona reporting, from the cover page (front page) to the final page (end page).

The journalist faced many challenges as a result of the end of the Corona outbreak He had a lot on his plate Because of the demise, the majority of the media house's employees were assigned to work from home! Where media workers were required to operate from home! This print media, however, was possible in digital media! Although, to a lesser degree, in electronic media (TV channels) Reporters from the electronic media had to go to Fielded because

graphics were needed Only essential services were authorized during the lockout A complete curfew was enforced! Meanwhile, working on Sumsam Road was a difficult task for journalists

Reporters who were locked out were required to show strict caution Mike had to put a stick under Mike during the interview to keep him away from the mouth while reporting Additionally, it was important to maintain a fair distance during the interview As a precaution, a mask, hand sanitizer, and PPE kit were needed! Due to the supermarkets' death, you were required to carry your own food, as the shops were closed for reporting or drinking at the time of reading! Since public toilets were dams, journalists on the ground were also confronted with this problem Journalists are at risk of contracting the virus! However, the risk of being fired remained! Due to the epidemic, the private sector was cool! Profitability of the publishing house was also thought! About every television station and newspaper has reduced its staffing ratios. Numerous organizations have also laid off employees, resulting in mental tension in the form of journalism The Mumbai Mirror newspaper was also shut down, resulting in a slew of complications for its employees.

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44. Communicative and Democratic Consequences of News Consumption during the Coronavirus Outbreak

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Covid-19 is a state of great size and compatibility. Its impact has affected various sectors of society, including the media and journalism. Since the onset of the health crisis, news has become a major source of concern for citizens. The study of the power of information use is crucial in both its power to transform the media system and its events in a democracy. The purpose of this study was to analyze the impact of the new coronavirus on media use, the credibility given to citizens in the media and their ability to detect false news. To answer these questions, we performed a two-dimensional experimental analysis from the online study of Pew Research Center's American Trends Panel in the United States, comparing data before and after the disease. The results confirm the impact of Covid-19 on the media system. The findings suggest the emergence of important developments such as the re-emergence of the role of legacy media, especially television, and the fact that citizens who often live far away from information have reconnected with the media. Therefore, inequalities in the use of information among citizens have been reduced, in part. This creates the potential benefits of democracy in terms of equality and access to social issues. (Comunicación, 2020)

Covid-19 has significant and profound effects on several areas of our society. Affected news, journalism, and media, among other domains. In mid-March 2020, an emergency was declared in case of a health problem. Since then, knowledge of the outbreak has been invaluable in addressing the situation. (W Bennett, n.d.) The great importance of Covid-19 worldwide makes it a highly relevant study of media transformation because of its impact. For this reason, here we propose an exploratory and preliminary study to provide the first evidence of how it has shaped the dynamics of the media system and how it has affected democracy. The analysis focuses on the United States, one of the countries in the world with a highly

developed media system that has been severely affected by the epidemic. Information systems have important implications not only for the citizens' knowledge of existing facts, but also in terms of democracy, due to the close connection between knowledge and democracy. Therefore, literacy knowledge is important, especially at times that are very important in our society, such as the Coronavirus outbreak. (Livingston, n.d.)

Conclusion

The data show that, in the most complex situations and risks to human health, such as the outbreak of Coronavirus, citizens view search and information retrieval as important activities. As a result, media usage is growing exponentially. In the case of Covid-19, 92% of adults in the United States regularly receive news of the epidemic, recording a 32 percent increase in pre-hospital health emergencies. This remarkable growth indicates that knowledge is sometimes the most important resource for citizens. Thus, the outbreak of Coronavirus included the recognition of journalism as an important example in 21st-century societies. In this regard, data, on the use and evaluation of journalist reporting on fidelity, reaffirms the high social cohesion of the media system in our world at critical times. Our findings include a new contribution to explaining how the media system works within the most relevant social issues. The most important finding is that Covid-19 serves those citizens very far away and has little interest in the news to reconnect with information about social issues. The tremendous growth in the use of the media and the positive impact of media coverage of the epidemic occurred on a variety of previously unrelated users, such as youth, illiterate people, and occasional information consumers. The outbreak of Coronavirus has caused a dramatic percentage of growth in these community groups compared to the situation before the onset of the health crisis. This has reduced the gap between low-income and high-income citizens (heavy users, people over the age of 65, and higher education levels). Therefore, Covid-19 has partially reduced existing inequalities in terms of media use among citizens, balances citizen access and educational processes, and creates positive democratic outcomes. To facilitate the use of information for severely marginalized citizens, the health problem has promoted the principle of internal equality (Dahl, 2006), and promoted the principle of universal access to information (Habermas, 2006). As a result, it has revived interest in public affairs, revived the public sector. Similarly, the data allows us to confirm the emergence of asset media in the most critical situations, such as the Covid-19 disaster. These media outlets earn a high percentage in both media use and good media analysis, linked to the credibility and trust of the media. In a

complex and dangerous environment, the public chooses established resources with a long history. In particular, television is a place with high standards of use and reliability. This suggests that it occupied a prominent position in the field of political knowledge during the Coronavirus outbreak. Despite its decline in recent years, the impact of the Covid-19 disaster reveals that television, along with all other media, has also experienced its own frustration as a social media in broadcasting news about the health crisis. Almost the entire social community gathered in front of the screen for important information. The importance of the legacy of the media during the Coronavirus outbreak partially challenges certain ideas that defend how these media outlets reduce its influence in the modern world of political knowledge, at least in the most disruptive situations. In the current health crisis, the dying media have gained their right to be heard, gaining part of their journalistic mandate. Their focus on media use and public trust during the Covid-19 era also question their migration as a popular source for current news. In addition, it contradicts the claim that they have lost prominence as a place where citizens claim compliance with the significance of current events. In this sense, we can ensure that the Coronavirus outbreak restores part of the journalistic mandate in the legacy media, during a difficult period of its role in the news system. The question is whether this will be a bracelet or a change in practice in the near future. Third, the data show a mixed type of media system these days. Despite the legacy of media with a high percentage of media usage and reliability, digital media (websites and social media) are experiencing significant increases compared to the pre-health crisis. This reflects the fully established symbiotic coexistence between older and younger media. The results also suggest the existence of media compatibility. The high percentage of consumers identified by various media outlets seems to be suggesting that increased use of Coronavirus news has not translated into a major increase in media trust. Covid-19 has helped those citizens farther away and has less interest in information.

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45. What Social Media told us in the Time of Covid 19: A Scoping Review

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Introduction

Severe acute Respiratory Syndrome coronavirus 2 (SARS-CoV-2), and the effect of COVID-19, is a major public health problem worldwide. As of January 18, 2021, an estimated 95 million people worldwide have been infected, with an estimated 2 million deaths. (Hopkins, 2021)

As a result of this epidemic, the social media platform has become a platform for choice of public opinion, ideas, and attitudes about various events or public health policies regarding COVID-19.

Social media has become an important communication tool for governments, organizations, and universities to disseminate important information to the public. Many studies have already used social media data to help identify and detect outbreaks of infectious diseases and to interpret social attitudes, behaviors, and attitudes.

Social media, especially Twitter, can be used to explore many aspects of public health research. The systematic review identified six stages of Twitter use in health research, namely content analysis, observation, engagement, hiring, as part of interventions, and network analysis of Twitter users.

However, this review included only broader research goals, such as health, medication, or disease, using Twitter data and did not focus on specific disease topics, such as COVID-19. Another article analyzed tweets in COVID-19 and identified 12 topics divided into four main themes: origin, source, effects on individuals and countries, and ways to reduce the spread of SARS-CoV-2. (Z, n.d.)

In this study, data were not available on COVID-19-related tweets prior to February, 2020, thus missing the first half of the epidemic, and details of the tweets were limited between Feb 2 and March 15, 2020.

The social media platform can be used effectively to convey health information to the general public during an epidemic. Emerging infectious diseases, such as COVID-19, almost always lead to increased use and use of media of all kinds by the general public for information.

Therefore, social media plays an important role in identifying people for disease exposure, resulting decision-making, and risk behavior.

As social media information is generated by users, such information can be irrational or inaccurate, and often includes misinformation and conspiracy theories. (L, n.d.)

Therefore, it is important that accurate and timely information is disseminated to the general public about emerging threats, such as SARS-CoV-2. The systematic review examined the main methods used in the research published on social media and emerging infectious diseases.

The review identified three major approaches: public interest testing, and responses, to emerging infectious diseases; evaluation of the use of organizations in communication in the transmission of emerging infectious diseases; and an assessment of the accuracy of medical information related to infectious diseases that appear on social media. However, this review did not focus on studies that used communication data to track and predict outbreaks of emerging infectious diseases.

Analyzing and disseminating information from peer-reviewed, published research can guide policy makers and public health institutions to create interventions for the translation of accurate and timely information to the public. Therefore, in view of the limitations of the existing research we have mentioned earlier, we have conducted a scoping review with a view to understanding the roles that social media has played since the beginning of the COVID-19 disaster. We investigated attitudes and public opinion about COVID-19 on social media, information about COVID-19 on social media, the use of social media to predict and discover COVID-19, the effects of COVID-19 on mental health, and government responses to -COVID-19. COVID-19 on social media. Our aim was to identify and analyze subjects on COVID-19-related social media platforms that focused on five themes: infodemics, public attitudes, mental health, detection or prediction of COVID-19 cases, government responses to the epidemic, and quality of COVID-19. health information on videos. (V, 2006)

Media outlets such as disease control

To inject the public against misinformation, public health organizations and governments should build and disseminate accurate information on social media because social media has played a very important role in publicizing health policy and education. Six of the 81 articles were categorized as government responses because they examined how government messages and health education materials were constructed and used on social media. Two studies analyzed data from Sina Weibo,

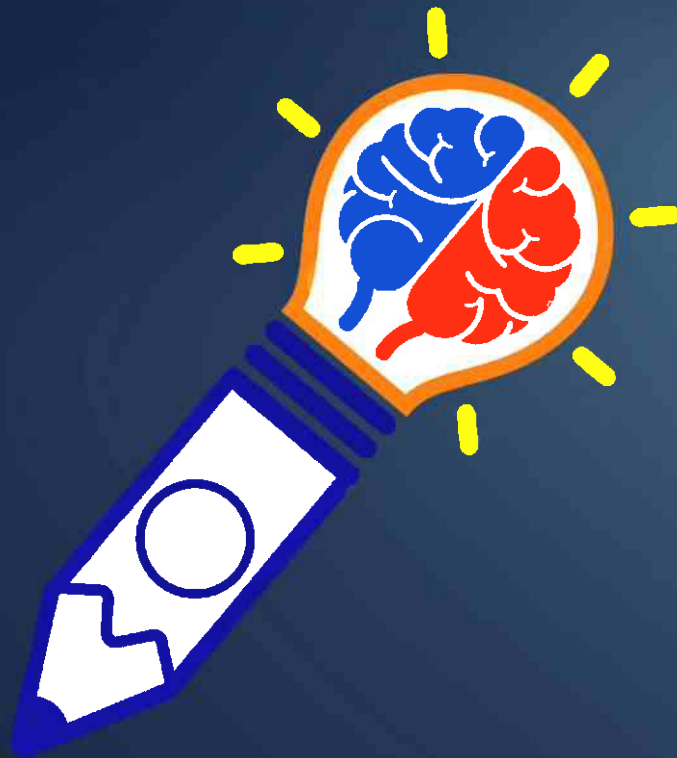
Conclusion

Our review has identified a variety of topics, themes, and methodological approaches to studies in communication forums and COVID-19. Among the six themes identified, public attitudes included most of the articles. Among the selected subjects, Twitter became the leading social media platform, followed by Sina Weibo. A few studies have included machine learning methods, while most studies use traditional mathematical methods. Unlike the flu, we were unable to find real-time observational studies built on social media data on COVID-19. Our review also identified COVID-19-related studies in infodemics, mental health, and prognosis. In COVID-19, accurate and reliable information on social media can play an important role in dealing with infodemics, false information, and gossip. In addition, real-time monitoring from social media about COVID-19 could be an important tool in combating the interventions of public health organizations and organizations.

With the onset of the COVID-19 epidemic, social media has become an important communication tool for information production, distribution, and consumption. In this copy review, we selected and reviewed peer-reviewed evidence studies related to COVID-19 and the communication platform during the first outbreak from November, 2019, to November, 2020. From an analysis of 81 studies, we identified five community health themes. about the role of online forums and COVID-19. The topics were focused on: assessing public attitudes, diagnosing data, assessing mental health, detecting or predicting COVID-19 events, analyzing government responses to the epidemic, and evaluating the quality of health information in prevention education videos. In addition, our Review emphasizes the lack of lessons learned from the use of machine learning data from COVID-19-related communication platforms and the lack of real-time data recording studies created from data from COVID-19 communication platforms. In COVID-19, the social media can play an important role in disseminating health information and tackling infodemics and inaccurate information.

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AJANTA ISO 9001: 2015 QMS/ISBN/ISSN

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