

13. Communication during Pandemic

Media works as a bridge between government and society. Media have been recognized as robust power to form how we experience this world. Whether a viewer or a reader, we just close our mind and open our eyes. In this crisis, media played a very significant role in making people aware about the situation, calm the junta and encourage them to do positive action.

You must have been aware of this term if you lived in the year 2020, which turned the world upside down. A novel coronavirus is a virus that causes the disease COVID-19 which causes an acute respiratory illness has started in China in December 2019 and spread throughout the world. On 30 January 2020, following the recommendations of the emergency committee, the WHO Director-General declared that the outbreak constitutes a Public Health Emergency of International Concern (PHEIC). Due to outbreak of COVID-19 Disease more than half of the world is practicing lockdown, which made a deep impact on our daily life routine, unlike we used to practice before. But as we know that to lower the spread of virus we require social distancing. We're more dependent on internet, mobile and laptop, with which we could work from home or study from home. Online content are made available by many educational institution for free in order to help the student and teacher across the world. Here media plays a vital role in our life. Media is the mirror of society, as it reflects the society. These days massive effect of media is seen.