MASS COMMUNICATION AND ITS VITAL PANDEMIC ROLE

by:
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Keeping updated from all the happenings around the nation especially in this time of pandemic requires trusting a reliable and legitimate source. Mingling with others on social media is not a good thing knowing that the news around the fake virtual world are more of being fake than truthful. As the time progresses, social media became such a nest of fake news and knitted unreal stories. This is the reason why patronization of mass communication media had surged since the start of the crisis with people craving for nothing but good news despite the situation.

According to Anwar, et al. (2020), mass media has become more vital after providing a unified platform for all public health communications. In countries where people are still being conservative in accepting new normals, it would be hard for the public health officials and local government units alone to disseminate the importance of practices to mitigate the spread of the virus. Demonstrations and studies being presented through mass media help people to be informed and be able to inform others as well prior to how they would react prior to the prevailing problem.

Social distancing and wearing of face masks have become a part of the daily lives of people especially that currently, the number of infected individuals is aggressively rising. Sanitation and minimum health standards are also being catered to people through the utilization of television, radio, and newspapers. Proper donning of virus responses cannot be done without the simulations being plugged as advertisements by the Department of Health (DOH).

More than this, the shifting of educational approach from face to face to a distant learning has been bettered by mass media as well. Based on an interview with the
Education Undersecretary Umali via Salaverria (2020) of Inquirer.net, nearly 7,000 combined television lessons and radio episodes are to be aired in various stations across the country. This approach would benefit those learners who do not have the access to internet connections. This supplement will also add up to the sector's effort to strive for academic excellence amidst the pandemic.

Through reliable and trustworthy information, the effect of the pandemic as well as the spread of the virus would be lessened if not be prevented at all. Minimum health protocols and standards being imposed by the health officials are being shown to people in a more effective way through mass media. If not with mass media, less than a quarter of the world would only know how this crisis is killing millions of people and the outcome could just be worse.

References:
