

Efficacy of Corona Pandemic Lockdown related various activities on youth and the role of Mass Media in Uttar Pradesh, IN

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Abstract

The media plays a constructive role in today's society from increasing public awareness to collecting view and opinions of people in various issues. Along with the central purpose, researcher also analyzed the role of media during lockdown. This paper aims to point out the effectiveness of lockdown related various activities on youngsters and role of mass media in it. The objective of this study is set up the preference given by the young generation for which type of television programs during lockdown. Survey research methodology has been used to achieve the objectives of the research using manual statistical tools. Through this research paper it is accomplished that the lockdown was found to be very effective which was imposed on people of India at time when infection was at peak. Lockdown in pandemic worked as a blessing in disguise. Government reschedules DD National programs like Ramayana and Mahabharata. To make their lockdown bit interesting mass media helps to generate information about various activities initiated by Prime Minister Narendra Modi's such as 'Tali Bajao Thali Bajao. By this paper it is recommended to media organization to know the impact of lockdown related various activities on different age group people because it will definitely help media agencies in showing various perspective of pandemic.

Keywords: Media, Lockdown, Youth, Activities, News, Awareness, COVID-19, News Channels.

Introduction

A new strain of corona caused disease which was named as COVID-19 in which CO stands for corona, VI stands for virus and d stands for disease, this disease emerged in 2019 so, it was called COVID-19. It is an infectious disease which was caused by a newly discovered Corona virus. People who fall sick with COVID-19 will experience little to moderate symptoms and recover without special treatment.

The infection foremost affects the respiratory system with symptoms ranging from fever, cough, and mild shortness of breath, to severe desaturation, causing respiratory failure. Even though the lung damage in the structure of adult respiratory distress syndrome (ARDS), there are research on the novel corona virus which shows that the virus creates a thromboembolic condition in the body and causes myocardial infarction and pulmonary embolism. It can also turn out in kidney failure in some patients. Way of spreading range from droplets, airborne or oral to contact spread.

There is news of virus that from few hours to many days virus staying viable. This heterogeneous spectrum of disease is concerning and one of the reasons for the increased fatality of the disease. The virus mainly passes to other person through droplets created when an infected person coughs, sneezes, or exhales. These droplets are too heavy to hang in the air, and quickly fall on floors or surfaces. People must take precautions for their safety from COVID-19, the preventions are:

- Clean your hands with soap and water, or use alcohol-based hand sanitizers.
- Maintain a safe distance from anyone who is coughing or sneezing even if there are no symptoms of covid 19, people must practice social distancing.
- Always wear a mask in public.
- Don't touch your eyes, nose or mouth.
- Before coughing or sneezing always cover your nose and mouth with your bent elbow or a tissue.

- Try to be at home unless it is so important.
 - If you have a fever, cough and difficulty breathing, seek medical attention.
- Calling in advance allows your healthcare provider to quickly direct you to the right health facility. This protects you, and prevents the spread of viruses and other infections. Many countries along with India, suffers with COVID 19 infection which is increasing day by day. In response to COVID 19 pandemic India implemented lockdown, to minimize the infection of COVID19 which was caused by SARS-CoV-2. The virus was found in December 2019 from Wuhan china which was initially taken as viral pneumonia cases of unknown cause later it was found that it is a novel corona virus disease in 2019 also known as COVID19.

The World Health Organization declared it as public health emergency of international concern. COVID19 is characterizing as pandemic by World Health Organization on March 2020 when this virus affect 216 countries including India. There are many countries which were highly affected by this pandemic like Brazil, United Kingdom, India, Italy, Peru, etc. several studies has started for analyzing the virus. Government of almost all countries which was hit by COVID19 have adopted many containment policies for slowing the spread of COVID19 and its causative agent in this list government also imposed lockdown in which closing of education institute closing of places like theatre, mall, pubs, government also restricted travelling.

According to global experience, there is a possibility that India has highly affected by corona virus disease 2019(covid19) pandemic. For minimizing the spread of infection India's government imposed complete lockdown on March 25, 2020 to May 31,2020. In first phase of unlock India allows only limited mobility.

During this lockdown and after lockdown, Mass media plays a very important role for sharing information, facts, and connecting people. Mass media refers to technology through which media can communicate with large or mass people , mass media communicates with variety of people with variety of information. There are different types of media, when they all put together they are called mass media. Mass media include many kinds of media like broadcast media which transmit information electronically via media such as films, radio, recorded music, or television, electronic media which inform us through mobile ,laptop or we can say it social media, print media which include written information like newspaper, books etc.

At the time of COVID19 Media started casing the insufficiency of personal protective equipment's (PPE) for health care workers. These kinds of broadcasts helped in putting masks and sanitizers under the essential commodities act. On March 22, India perceive Janta (People) curfew the whole day which floats on twitter as #janta curfew and in support a call of prime minister of India people beat Thali (plate) at 5'o clock. This curfew was to pump up the morale of many health workers, but also negative comments were spread that we do not need clapping but masks and PPE kits #INDIAFIGHTSCORONA. These kinds of awareness helped the government in decision making for producing PPE kits. On March 25, India entered into 21-day lockdown period, and most popular trend on Twitter was #coronaviruslockdown or #stayhomeindia.

During the start period, people was motivated to adopt different things at home, and even media reported about social distancing practices followed by the public; however, the encouragement was down by the time as some misinformation was generated like Indians have more immunity to fight against the virus; some people were following sadhus who were promote myths like drinking cow urine. This news was further denied by doctors and media help in awaking people about myths. On April 5, media encourage people and became a part of the activity by switching off lights in houses for 9 min and light a candle or Diya on their balconies, gates or terrace which trends as #9baje9min.

Media also covers international news with all these, some media channels and other platforms showed the hotspots and the COVID condition of Italy which included the photos of people dead body on roads, churches how their body were dumped etc to show that precautionary measures and preventions are very important to stop the worst conditions. After the first lockdown on April 14, 2020, media took migrant workers into focus and showed how they are traveling hundreds of miles to go their homes in lockdown.

The Media coverage motivates government for starting special trains called "Shramik express" for labour. Media also take environment into focus and show how our environment is healing after

lockdown; these events are very clearly and systematically showed by media and encourage people to stay home stay safe. As people are looking for information not only media but youth of our country are also sharing information through social media, young people have become heroes in time of pandemic as they are helping in educating people, tackling misinformation, encourage people and motivate them to follow guidelines and take preventions.

Need of study:

1. More than half of the people in India are youth. According to the recent report it is concluded that about 600 million people are youth in India. That is why this research paper is actually a point of concern for our country.
2. The COVID19 has resulted in lockdown all across the world and in India during lockdown how youth spend their time on various activities also what role mass media played in the time of global pandemic.

Objectives:

1. To determine the response of youth towards lockdown related various activities.
2. To identify the role of mass media during Corona virus pandemic regarding various activities.
3. To determine that how the different activities impacts the youth during lockdown.

Limitations:

This study is confined only for youth situated in Uttar Pradesh. As youngsters are backbone of our country and so, youth is main target for this study. Any other type of activity performed by individual respondent during lockdown is not included in this research study. There is a scope of further study to identify the effects on different age groups during lockdown.

Research Methodology

Survey research methodology has been used to conduct this study. In this study, schedule has been prepared by the researcher. The method of purposive sampling is used in the study. Manual statistics and Microsoft excel is used to analyze the data for this research study. The analysis includes data representation through pie charts. This method helped the researcher to organize the data and for the interpretation of findings.

Review of literature-

1. A research study by Wang et al in 2020 revealed that based on evidence of an increasing occurrence of infections and the likelihood of transmission by asymptomatic carriers, COVID-19 can be effectively transmitted among humans and has high pandemic potential. In addition to COVID-19's high transmission capacity, the extent and intensity of global travel can further increase and accelerate its spread around the world.
2. John Fiske, 1982 mentioned 'Mass media today are inextricable form of modern society. Without these media, society probably cannot conduct its affairs effectively. On their part, mass media, in a bid to serve the people, play a significant role in spreading new ideas, new forms of behavior and information about a variety of products'.
3. International journal of antimicrobial agents revealed in their study 'While early studies have documented a correlation Between a single local fish and wild animal market and Most infection cases, suggesting possible animal-to-Human transmission, an increasing number of studies Have demonstrated human-to-human transmission of COVID-19 via droplets or direct contact.'
4. Wilbur Schramm states "By making one part of a country aware of other parts, their people, arts, Customs, and politics; by permitting the national leaders to talk to the People, and people to the leaders and to each other; by making possible A nation-wide dialogue on national policy; by keeping the national goals And national accomplishments always before the public—thus modern Communication, widely used, can help weld together isolated Communities, disparate subcultures, self-centered individuals and Groups, and separate developments into a truly national development."
5. According to World Health Organization the advancement was probably distressed by the most condemnatory period where its prolongation is in commination by the surfacing of a novel

corona virus that was the first outline on December 2019 in a Wuhan city of China, later it was divulged as a public health emergency outbreak of COVID 19, after escalating to other countries on January 30, 2020.

6. Gunther AC, 1998 states that throughout the health crisis, mass media has an eminent role to play in the current community. The mass media -print, television, radio, and the internet – has An unprecedented outstretch as an imparting appliance. In the course of a public health crisis (COVID-19) mass media directly influence the solitary life in a positive and Negative demeanor both and glance the all age group in one and the potency by Patronage to the other abstruse alteration, Economic stagnation, education, well-being, Employment, communal relationships, Healthcare provocation to combat COVID 19, and many more amid the society.

7. According to Mesfin A. Bekalu (2019) A positive association between physical health and usage of media. As media can be considered as the source, which connects the person to a real-life scenario by updating them about the current situation and with person to person by the means of media reported.

8. In Role of media in strengthening democracy of India research paper by Sarkar P. the means of communication – whether written, broadcast, Or spoken. Generally, the word ‘communication’ is defined as an exchange of information and message. However, Mass Media denote a section of the media especially designed to reach a large audience. Liberated media is an essential part of a functioning democracy. The media has an extraordinary ability to act as a catalyst in society Efforts to strengthen democratic polity. Mass media in its different forms have influenced human life in many ways. Being the leader over a considerable period of time Print Media is still regarded as the authentic medium of mass Communication. Apart from providing news and views Radio and Television, has also developed a flair for entertainment. And now the latest form of media named the new media with internet has indeed made it possible to disseminate Information and ideas in real time across the globe. By Airing divergent views and engaging in cross-questioning on significant national and social issues the media reflects And informs public opinion and practically shares the task of the parliament.

9. Sakshi Mehta, 2015 article on mass media and its role includes that in today’s era of globalization, fast manufacture, agitated company jobs, corrupt politics, impertinent media, folks hardly realize time to consider the millions WHO don't have access to roti, kapda and makaan. The supply of those basic amenities eventually boils all the way down to being the responsibility of the current youth who are leading consequent generation. Then again it might solely be effective if the youth place within their sincere and altruistic efforts to the various roles they're taking on in the name of humanity. Youth is not only the partner of today but also the leader of tomorrow. Youth is full of energy and enthusiasm to learn, act and achieve. They are the social actors who can perform to bring revolutionary changes and improvement in the society. The participation of youth is mustto achieve any kind of future goals of prosperity, progress, peace and safety.

10. As per the research paper Media and its influence on Youth the Mass Media and Its Influence by Spoken, written, or broadcast communication whose medium may include television, radio, advertising, movies, newspapers, magazines, books, cell phones and the Internet becomes a mass media that affects our society’s perception of ourselves and others and influences the structures of our society as well as the reactions of the individual.

11. The media are liberal; Lee, 2005 depicts that People are exposed to information about the world by the news media. While this information shapes one’s opinions about the world, attitudes toward the media themselves are also developed in the course of news consumption. Opinions about media may be generalized.

Research findings

1. Do you and your family members follow lockdown instructions?

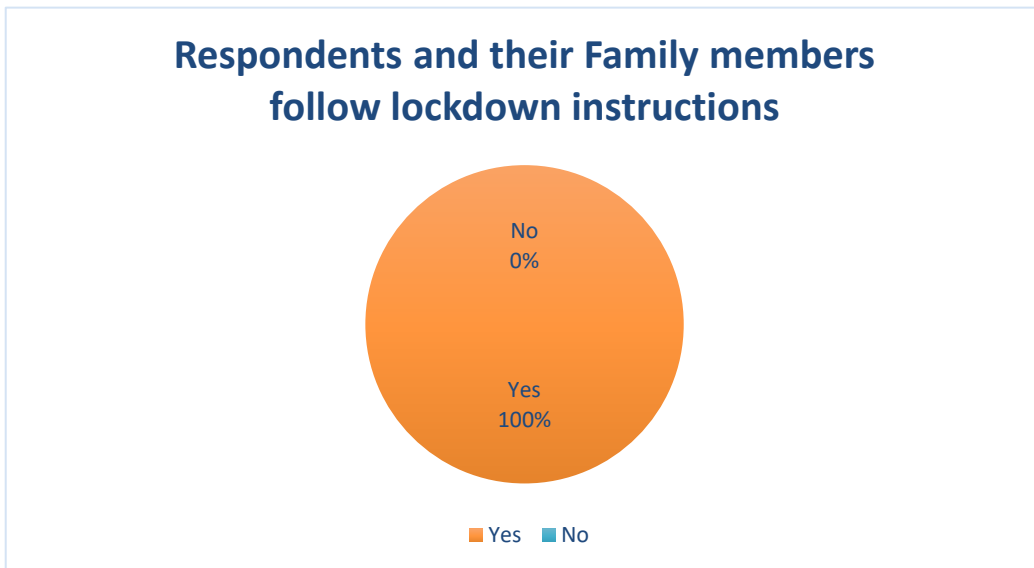


Figure-1 pie chart representing data of respondents

Findings:

100 percent of respondent reply with yes and agrees that lockdown is effective to control this virus and they all follow lockdown sincerely. This means that almost every respondent and his family member followed the lockdown instruction which is also depicted from figure-1.

2. Do you think lockdown is effective to stop this virus?

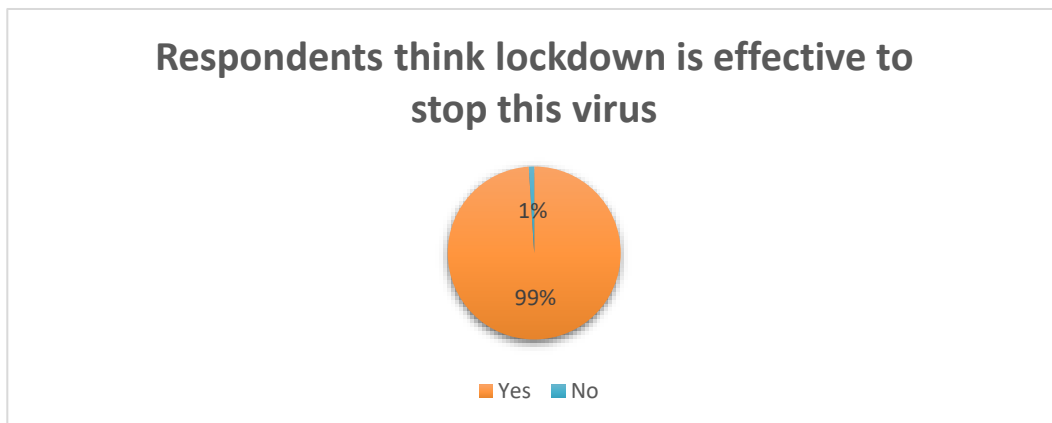


Figure – 2 Pie chart representing data of respondents

Findings:

As per the figure-2 it clearly depict that 99 percent of respondent reply with yes and agrees that lockdown is effective to control this virus and they all follow lockdown sincerely. And only 1 percent disagrees with the question.

3. Which medium do you and your family use most to update yourself during lockdown ?

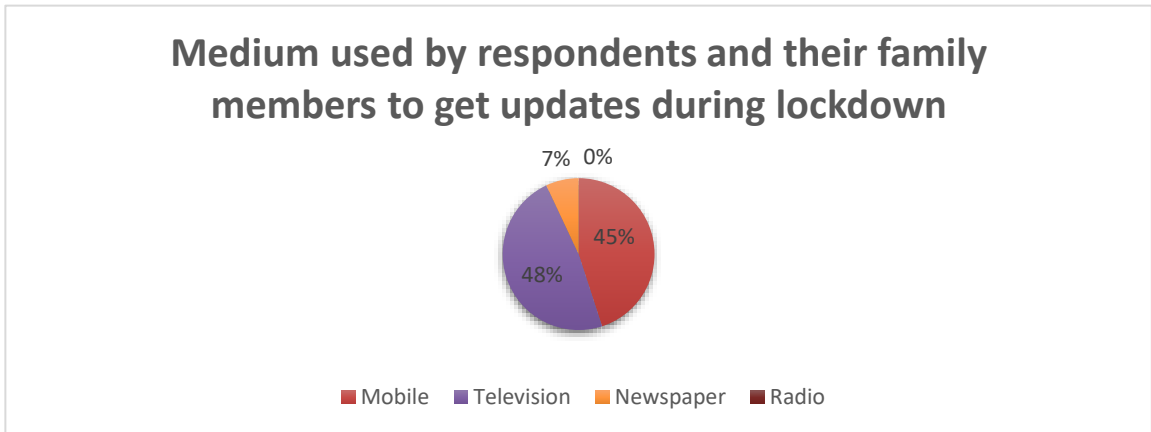


Figure – 3 Pie chart representing data of respondents

Finding:

In this question researcher provide them with four major information sources. Mobile, television, newspaper and Radio. From the response of the youth and by the figure-3 researcher find out that 48% of the respondent use to prefer television for latest updates on covid19,after that 45% prefer mobile and only 7% of them prefer Newspaper during the lockdown.

4. Do you think the Prime Minister’s instructions of “Tali and Thali Bajana” are Good.

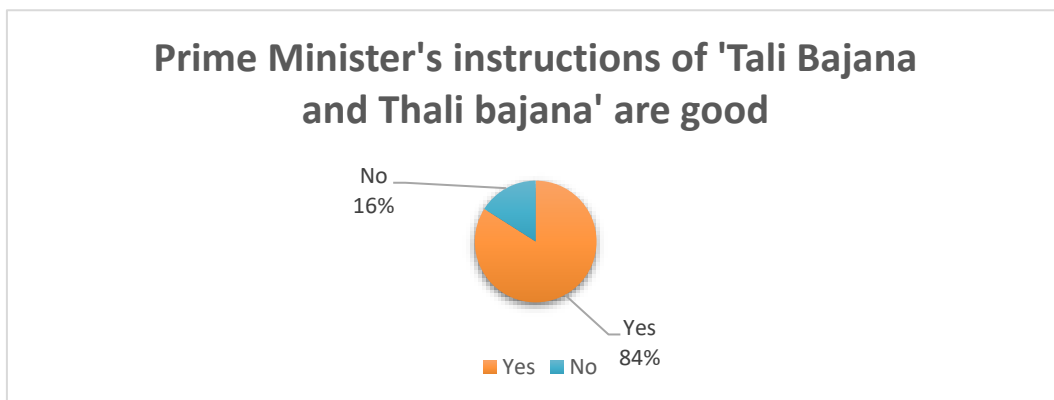


Figure – 4 Pie chart representing data of respondents

Finding:

As per the figure-4 it clearly depict that 84 percent of respondent reply with yes and agrees that Prime Minister instructions of ‘Tali Bajana and Thali Bajana’ was good approach whereas only 16 percent disagree with this question.

5. What do you and your family feels about ‘Tali bajana and Thali bajana’ activity.

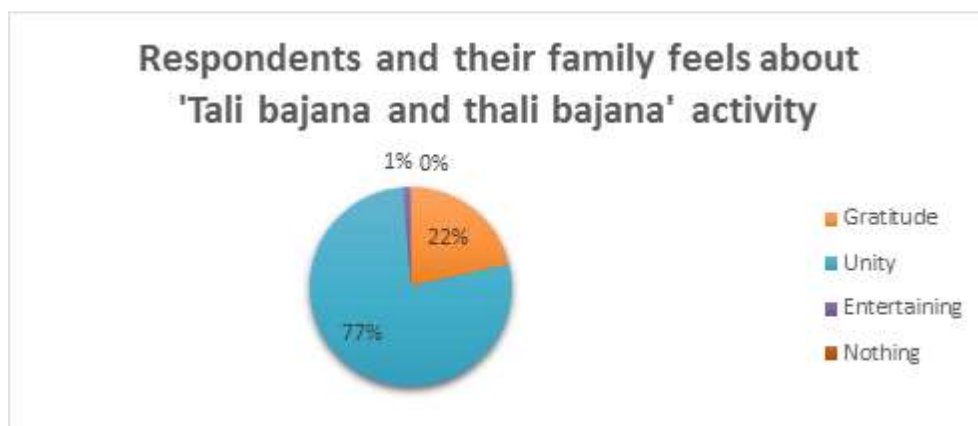


Figure – 5 Pie chart representing data of respondents

Findings:

The question 4th and 5th is about the instructions of Prime Minister about activity. By the figure – 5 the data reveals that 77% of the respondent appreciate the instructions and from them 65% feels unity, 22% feels gratitude and only 1% find it entertaining.

6. Do you think that Re-telecast of “Ramayana and Mahabharata” is good.

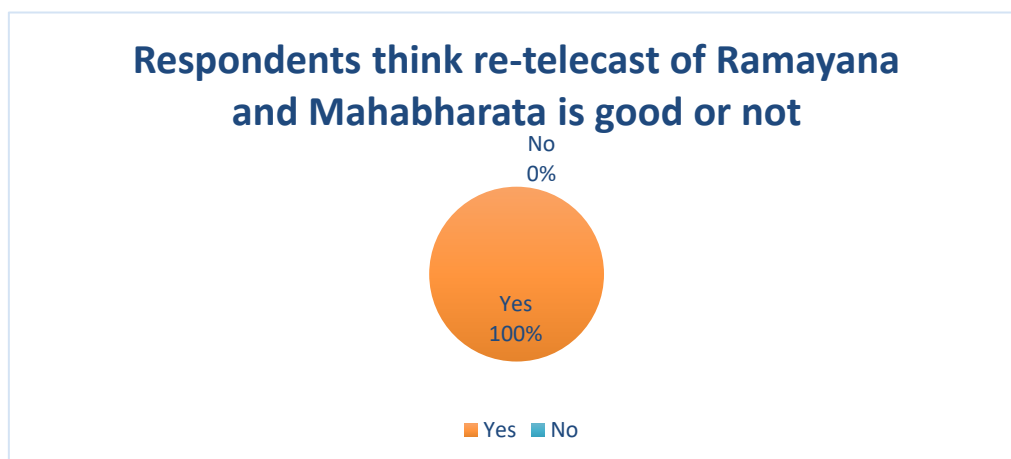


Figure – 6 Pie chart representing data of respondents

Finding:

The Re-telecast of Ramayana makes everyone happy even in the global pandemic and 100% of the respondent are also appreciate this on DD national. The data is also represented in figure 6. The impact of Ramayana and Mahabharata was large and remembered by every citizen who watched it.

7. Do you think the Prime Minister's instruction of Lighting diya/ lamp during lockdown is good or not.

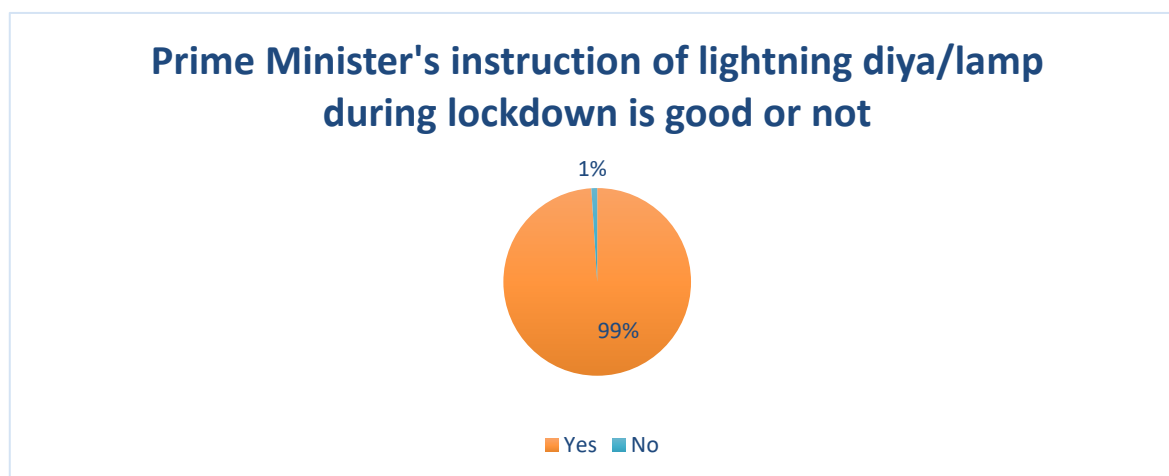


Figure – 7 Pie chart representing data of respondents

Findings:

As per the data obtained from figure – 7 there were 99% of the respondents who follow this instruction of Prime Minister regarding activity and only 1% of the respondents disagree with the question asked in questionnaire.

8. What do you and your family members feels about 'lightningdiya/lamp' activity.

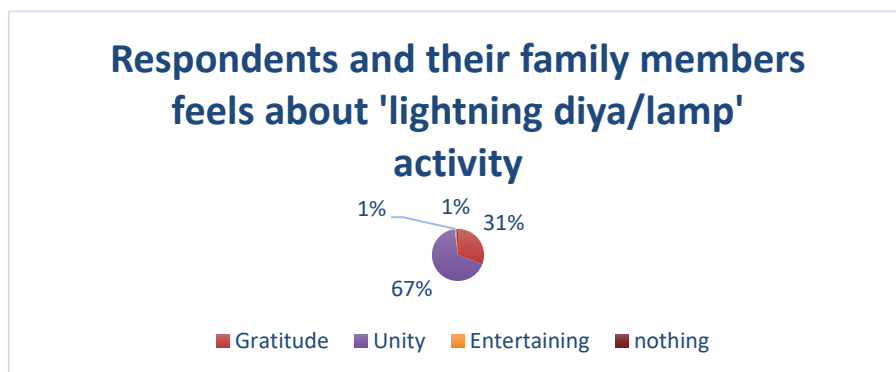


Figure – 8 Pie chart representing data of respondents

Finding:

The question 7th and 8th is about the instructions of Prime Minister of Lighting diya's or lamps activity. 99% of the respondents follow this instruction of Prime Minister and 67% of them feel united and 31% of them feel gratitude towards corona warriors only 1 respondent find it entertaining as per the figure -8 it is depicted in a simple way.

9. Do you think DD News is authentic than other private news channels.

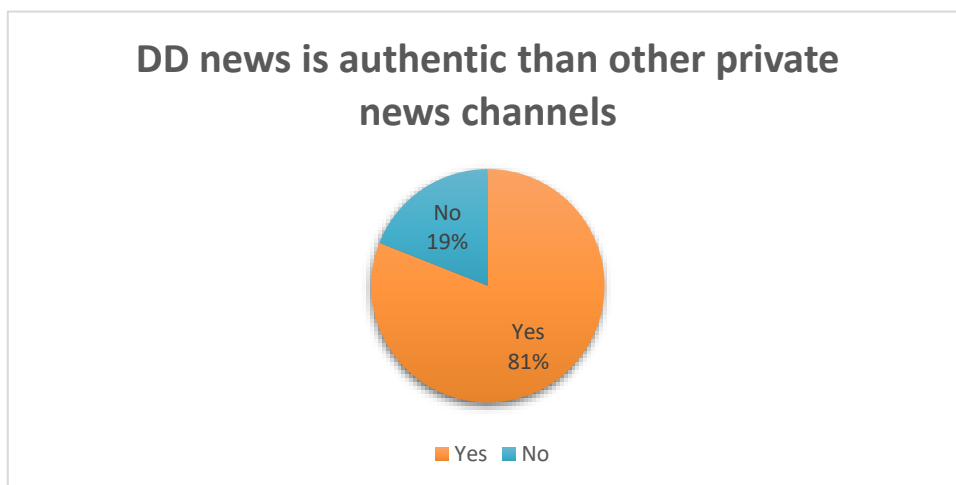


Figure –9 Pie chart representing data of respondents

Findings:

By figure-9 and as per the responses 81% of the youth thinks DD news is the most authentic information source during lockdown.19% of the students disagreed and don't think that DD news is a authentic source of information.

10. Do you think DD National channels should provide more educational programs during lockdown.

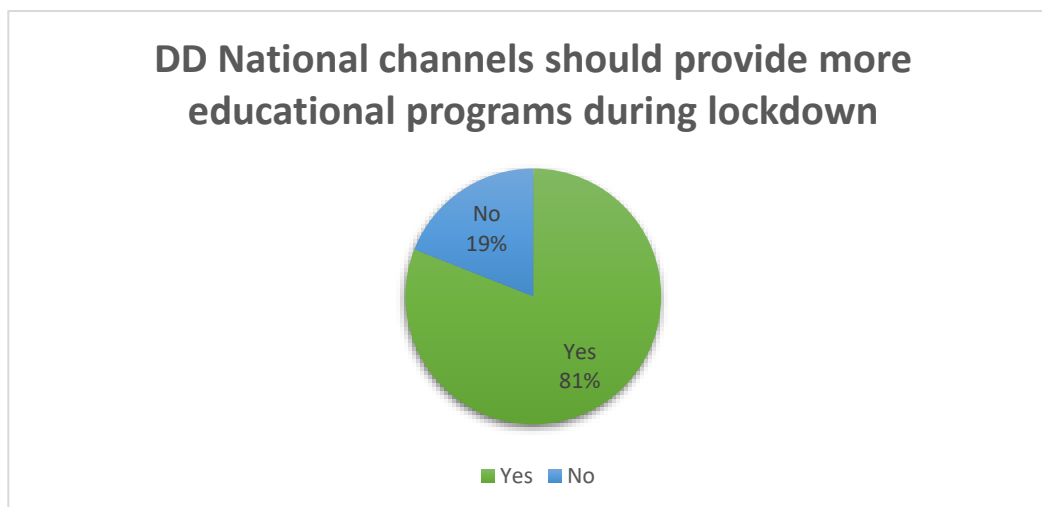


Figure-10 Pie chart representing data of respondents

Findings:

81% of the respondent agrees that DD national have to provide more educational programme on its DD network. Only 19% respondents disagree with the statement which is also represented in figure-10.

Conclusion

Undoubtedly, it is clear that the lockdown was found to be very effective which was imposed on people of India on time when infection was at peak. Lockdown in pandemic worked as a blessing in disguise. It gives up a space for recovering the nature and most importantly restrict the spread of infection. This bold decision by government of India without thinking about economic losses, negative effect, etc may help in minimizing the spreading of corona but fails to manage other things. In the time in lockdown mass media worked as powerful tool in providing information to the public and it provide and promote positive environment during Covid-19. Mass media also helps people by entertaining them and created awareness among citizens to be at home and follow guidelines.

Government reschedules DD National programs like Ramayana and Mahabharata. To make their lockdown bit interesting. Media help to generate Narendra Modi's instruction of 'Tali Bajao Thali Bajao'.

Lighting of Diya lamp etc activities were liked by people and they support government too for this initiative. Although, it is difficult to say that lockdown was totally effective but as per the study we can see that 100 % of youth are following the instructions of lockdown so we can conclude that lockdown was quite helpful to slow down the spread of Coronavirus.

Also media played a good role in the society during this pandemic. It created awareness as well as provided entertainment to them even in lockdown which reminds the viewers what actual entertainment is by re telecasting of Ramayana and Mahabharata on DD National. This reflects clearly that media worked for beneficial of the society.

Suggestion and recommendations-

1. It is suggested to all media organization to inform the citizens with proper facts and it is important to eliminate fake news or any Misinformation because misinformation can influence users, manipulate the citizens very easily.
2. It is recommended to media organization to know the impact of lockdown related various activities on different age group people because it will definitely help media agencies in showing various perspective of pandemic.
3. It is suggested to Youngsters to keep an eye on various activities or steps taken by government during such global pandemic due to which youngsters will able to find the loopholes or positive side of government work.

4. Media organizations should take opinions of public on the lockdown activities and find out that how those activities impact them.
5. More educational programs during pandemic must be broadcasted because during Covid-19 rural areas students failed to study online due to technology backwardness or any other factor so it will benefit them.
6. Coronavirus related awareness programmes also must be broadcast on channels.
7. It is also recommended to media organization to show interviews and try to clear up the myths of people related to Corona virus.

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