

Study on Role of Electronic Media Industry during the Epidemic Situations

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Abstract: *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.*

Keywords: Electronic media industry, epidemic, technology, commercialization

I. INTRODUCTION

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 graded. 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 student's 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.

II. 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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