


Chapter 5

An Analytical Review of the Roles of Digital Media and Health in India During the Pandemic of COVID-19

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ABSTRACT

The 21st Century has experienced a global pandemic caused by a highly infectious viral disease called COVID-19. It spread globally and put a wide impact on human civilization. In India, the scenario of the pandemic was not different. The Indian government took several serious steps to resist the COVID-19 and several other health issues during the pandemic. India initially focuses on the health literacy, information dissemination and awareness programme to resist the spread of infection. Digital media played some significant roles in it. The article entitled “An Analytical Review of the Roles of Digital Media and the Health in India during the Pandemic of COVID-19” analysed five case studies and justify significances. The article reflected how digital media disseminates information on Corona virus and the diseases called COVID-19, creates awareness among the public and helps to resist the spread of infection. During the pandemic, digital media also acts as a platform which provided comfort to mental stress and support in the vaccination process.

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INTRODUCTION

The dawn of 21st century has shown a massive health crisis with the arrival of Corona virus disease commonly called COVID-19, the highly infectious viral disease that spread globally and infects millions of people from across the globe. The rapid pace of the infection rate attracts the attention of the globe and keeps the health system busy of almost every nation. India was not remained aloof from the rest of the world. It also reflected a similar scenario which the rest of the world has shown. In India the impact of COVID-19 was tremendous. It infects thousands of people every day and killed several. It creates turmoil and confusion throughout the nation. In the introduction of the book *'The Pandemic Notebook: A handy guide from The Hindu on understanding the coronavirus pandemic and staying protected against COVID-19'* published by the Indian media group The Hindu it was mentioned as:

"Since then, more than 6000 deaths have been reported due to COVID-19 across the world till March 20, 2020. Cases have been reported from more than 180 countries, including India. Lockdown, curfews, massive airport screenings, quarantine, and social distance have become the norm across the globe." – (Prasad. Et.al, 2020)

Along with the COVID-19 several other health issues also shows its coexistence during the pandemic period. It reflected a massive health crisis but Indian government took several vital steps from the initial days of its arrival to resist the COVID-19 and to deal with the other health issues. To deal with health crisis India mainly concentrates on the medical treatments but it also gives focuses on the health literacy through proper information dissemination and awareness campaign. However digital media has proved significant in health literacy and performed several essential roles during the pandemic of COVID-19. It helps to disseminate information widely and create awareness among the public which revealed highly beneficial to resist COVID-19 and other health issues during the pandemic. Along with the information and message, the digital pictorial presentation also helps to understand several aspects related to corona virus and the disease COVID-19. The digital based application also helps to detects COVID-19 infected persons and their families which make the public aware and tried to keep the society safe. The roles of digital media in supporting the mental health, delivering health advices and maintaining the connectivity were also significant. Along with all these essential roles digital media also shows its essentiality in vaccination drive and tried to records an accurate data related to vaccination which runs throughout the India.

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