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***REPORT ON ESSAY WRITING COMPETITION- (EBSB DAY)-MAY 2020***

The ESEB Club of Shillong Commerce College has organised an Essay Writing Competition on the theme “The Role of Mass Media during the COVID 19 Pandemic” with the objective to create awareness among the Students about COVID 19 Pandemic and thereby preparing them to cope with it.

The essay is for 1000 words which have to be submitted to the College email ID and the best essay will be published in the Annual College Magazine. The Competition was opened on 23<sup>rd</sup> of May 2020 and closed on 30<sup>th</sup> of May 2020. The Competition is only to the Students of the College.

There are five participants who took part which are as follows:

1. Mr. Nangsanhame Roy Gatphoh – B.Com 2<sup>nd</sup> Semester Day Section
2. Mr. Ananta Das- B.Com 2<sup>nd</sup> Semester Day Section
3. Miss Shumilin Rani- 4<sup>th</sup> Semester Day Section
4. Mr. Banksankupar Giri Suiam – B.Com 4<sup>th</sup> Semester Day Section
5. Miss Persara Kurbah – B.Com 4<sup>th</sup> Semester Day Section

Mr. Nangsan of B.Com 2<sup>nd</sup> Semester Day section was declared as the winner of the Competition.

Attached:      1. PowerPoint Presentation of the Programme  
                    2. The best Essay



## SHILLONG COMMERCE COLLEGE, SHILLONG.



### EBSB CLUB: ESSAY WRITING COMPETITION

Theme : The Role of Mass Media during the COVID 19  
Pandemic

\*Essay limited to 1000 words

\*Certificates to be issued for the participants

\*E-mail the essay to: [shgcomcoll@gmail.com](mailto:shgcomcoll@gmail.com)

\*The best essay will be published in the Annual College Magazine.

\* Last date of submission: 30<sup>th</sup> May 2020

\*FIGHT AGAINST COVID 19

.Wear Mask whenever you step out of the House

.Maintain Social Distancing

.Wash your Hands frequently

## Role of Mass Media During this Covid-19 Pandemic

Written by Mr. Nangsanhame Roy Gatphoh

B.com 2<sup>nd</sup> Semester Day Section

### **Introduction:**

Mass media refers to a diverse array of media technologies intended for a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. It may take the form of broadcast media and radio, print media and the internet. Some people also refer to the above as 'mainstream media'. Many people globally rely on this form of media for news and entertainment, making it a huge industry.

### **The Covid-19 Crisis:**

The outbreak of corona disease in 2019 (covid-19) has created a global health crisis which is having a profound impact on the way we perceive our world and by the way we live our lives on a day-to-day basis. The world as we know has turned upside down. The pace of this contagion and patterns of transmission has threatened our very sense of agency and as a result, safeguards such as social distancing and lockdown are being put in place and enforced to restrict the transmission of the virus, which in turn requires new patterns of social behavior which are exactly opposite of what has been practiced and known before and what has been inherently human, which is socializing (whereby people find solace in the company and fellowship of others). Within this context, we need to understand and discover the new role that mass media channels can play in our lives and in different societal levels.

### **Role of Mass Media in Society in the Context of Covid-19 Pandemic:**

Mass media had been a source of inspiration and has long been realized as a powerful force shaping how we observe the world as a whole, that is, our worldview. Moreover, mass media impacts on how we perceive ourselves, both as an individual and as a citizen empowering us with information to be part of something bigger. Nonetheless, in this media- saturated society that we live today, the question is, whether mass media, viz., broadcast, the internet or print media, are still able to impact and pass on a sense of unity and harmony to its audiences? This is due to the fact that much information received via mass media are contradicting and conflicting and therefore has the potential to confuse

and divide rather than clarify and unite people in terms of their thinking and behavior. And this has been the case since the start of this pandemic in which mass media has played a crucial role in spreading fear and panic among the people. Besides, some individuals and organizations have used mass media to voice out their fears and frustrations over what they perceive, is a curb on their freedom because of the lockdown. Hence, some of the issues that need to be addressed when it comes to the role of mass media during the covid-19 pandemic are, to what extent can they aid in helping people realize that the ground restrictions are not really discrimination and threat to freedom and liberty of movement of the individual but are meant for the prevention and containment of the spread of the virus as such? Also, can these media technologies increase the people's adherence to safety precautions suggested by global organizations to combat this evil virus and many other issues pertaining to this?

It is crucial, therefore, that in the midst of this covid-19 crisis, the role of mass media is clarified and spelled out clearly so it can become a useful tool that can aid individuals and societies in their fight against this pandemic.

Some of the ways in which mass media can engage itself to bring about a positive impact in the lives of individuals and societies are:

1. To educate people on the covid-19 virus, that is, its spread, prevention, containment and treatment.
2. To bring awareness on the different strategies adopted to prevent the spread of the covid-19 virus such as hands washing, wearing face masks and social distancing.
3. Correspondence of useful information for the adoption of supporting and sustainable preventive measures. One aspect of such information can be in the area of our diet and lifestyle habits that can help boost our immune system.
4. Providing useful advice and counseling and other psychological resources to enhance the well-being and resilience of the public in general.
5. Restraining from all forms of malafide and misinformation to the general public.
6. Reduction of stigma, prejudice, hatred, discrimination, disparity and inequalities.
7. Providing and producing timely information that would help people prepare themselves for any emergency situation during the pandemic.
8. Communicating values to society that would bring about unity, harmony and cooperation amongst the different strata of people in society today. One such value that is much needed in our 'selfie' society today is, concern for the welfare of the poor and needy who are the ones most afflicted by the present pandemic.

## **Conclusion:**

War with this virus is still going on and as we have seen, mass media, broadcast and digital, play a crucial role in impacting the mindset and behavior of the people out there. It helps us see not only at one side of things but at every aspect benefitting everyone in society including the poor and the suffering. To a great extent, it has enlightened us on the plight and misery of the poor and homeless throughout the length and breadth of our nation and as a result, many have come forward to extend a helping hand to the needy around them. This is one good thing that this present pandemic has done to us and mass media has, in a big way, played a significant role in changing and transforming our thinking and actions in a way that can help us to not only combat the virus but also, overcome it.

It is said that media loves crisis. Well, this pandemic crisis may be the most important crisis for the industry yet.