# INTERNATIONAL JOURNAL
## OF
# COMMUNICATION DEVELOPMENT

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## About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

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## FROM THE EDITOR'S DESK

2020 changed the world and the academic arena saw the biggest change since education became a part of growing India's life for the last hundred years. Who would have thought schools and university campuses would become a strict no-no and e-Learning process the new way of life for students and teachers. Class rooms have gone digital and so has the experience of teaching, learning and examining. And just one virus which made terminology like social distancing, masks, sanitizers and COVID-19 the most researched. Due to a global pandemic created by the novel corona virus, the change in education pattern did not exclude research and research methodologies.

E learning is probably the way forward, but limited by internet availability. 2020 also gave the world new professional norms and the global lockdown taught us to work from home, meet on google meet & zoom, say bye to seminars & conferences and get used to webinars for brain storming.

There were months when the black and white was not read all over. Print media took a back seat for the fear of paper being a carrier to the virus. And the digital media forged ahead with a tempo which has still  not slowed down , rather it became more vibrant .The readership of the online media has  also increased during this time. And the end of the year saw most of the print media houses subtly but surely shifting news to their existing or newly created virtual platforms.

COVID-19 has also affected research vastly. Starting from the literature review to data collection to data categorisation to coding to data analysis  to framing and finally writing,  every step in research seemingly has undergone a change including bibliographies and references.  Libraries and library sittings have now paved way for online libraries and websites. Reference books and previous editions have now become alien words till the students get back to the library buildings. The new social norms of social distancing and sanitisation along with current academic scenario of e-learning have given a changed structure to research design. Data collection, compiling, editing and coding also will see changes resulting into data integrity.

But theories applicable to media research seem to be the same as the pandemic saw a rise in news on the social media which definitely see the agenda setting theory and theory of media effects being justified.

And the most important phenomenon which 2020 and the pandemic gave to the media was narrative journalism. With the strong emergence of the online media when printing got hit, it became important to understand that controlling the narrative is the key to media sustenance.

And the most palpable progress in the media in 2020 is Citizen journalism which was directly proportionate to the growth in the numbers of online internet platforms. Social networking, mobile phones and social media platforms have made citizen journalism not only popular but have also given it the liberty of journalistic ABCD – Authenticity, Brevity, Clarity and Direct.  COVID-19 hit world did change the media's traditional face.

Dr. Durgesh Tripathi
Editor, IJCD

# TOWARDS A MODEL OF PUBLIC RELATIONS FOR PUBLIC ORGANIZATIONS IN AFGHANISTAN

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## Abstract

This study seeks to compare public relation's models providing a valuable reference for Afghan public organizations engaged in public relations activities. Examining the major attitudes towards public relations creates different models. Such models are based on the tactics that public relations choose to achieve its goals and the goals that it designs its messages and programs to achieve (not clear phrase ??). Some believe there is no coherent model of public relations which could propose and attribute this to the scientific weakness of public relations theory. It should be noted that despite the fact that some public relations experts emphasize the need to adapt all public relations programs to a specific model; But it is the situation that affects choice of the models. The main model governing the program and its communication strategies must be clear and the use of other models is allowed if it does not contradict with the original model. In this study, the most important public relations models include; Press / advertising agency model, public information model, heterogeneous two-way model, peer-sided model, professional public relations industry model, professional public relations model, two-way model, hybrid model and the new two-way model were presented, furthermore we discussed the assumptions from reputed models. According to the comparison of the above models, the preferred public relations model of public organizations in the country is the two-way model that is symmetrical (equal) with the management tools (traditional and electronic) and the interaction of both with regard to the interaction and acceptance of professional values.

**Keywords:** Public Relations, Model, Public Information, Advertising, Unequal Bilateral, Equal Bilateral, Afghanistan

## Introduction

The categorization of communication in organizations is necessary and at the same time it is sensitive and non-negligible due to the breadth of their field of activity, both within the organization and outside the organization, and even in the international dimension. This relationship, which is referred to as "public relations", is one of the most important and valuable factors in the fate of any institution and group (Bhutan and Hazleton, 2008, pp. 191-192). Public relations, according to the need based on the development of information in society and in interaction with other systems and subsystems, has played a prominent role in

the production and use of information for development of advanced systems of communication sciences. And has moved towards expanding trust and partnership between organizations and the public and ultimately the audience (Kohan, 1978, p. 57).

In this study, the researcher seeks to propose an appropriate model to public organizations in Afghanistan, this occurs comparing different models of public relations. To achieve this goal, the question that arises is "what is the optimal model of public relations for the management of the activities in public organizations? Based on which indicators the function of public relation subsystem is measured?

The term public relations, the English translation of the word (Public Relations), was first used in the United States Railroad Association (Habibi, 2007). In fact, public relations are the management of favourable relations between the organization and various audiences, management of the departments or the technique and knowledge of the administration and the overall relations of an organization and various groups (NasiriGheidari, 2003, p. 73). According to Edward Bernice, giving information to the people and making persuasive efforts to change the attitudes and behaviour of the people and trying to solidify the attitudes and actions of an organization with its audience and in return the attitudes and actions of the audience with the organization Knows the major activities of public relations. In another definition of Gronik and White, public relations is the management of the relationship between an organization and its audience (Tench and Homans, 2006, p. 5). In other words, people in public relations who follow a symmetrical "two-way" pattern are not completely altruistic; Rather, they want to defend the interests of their employers (Gronik, 1994, p. 18; Sefidi, 1394, p. 10). Optimal public relations in today's world is an institution that relies on knowledge management, information technology management, electronic public relations and process management and creating a process-oriented attitude in organizational performance to affect the fluid, moving, lively and dynamic public opinion of society. Put. This public relation is in fact able to use all the new communication tools and technologies and use the achievements of management science in intra-organizational and extra-organizational communication and its activities (Soltanifar, MomeniNoorabadi, 1394, p. 15). In a desirable and efficient public relations structure, communication must be carefully measured and evaluated using well-known scientific methods, the audience's reaction to the messages, and the imposition of messages on people or disregard for reactions. People should be avoided in the face of messages that both lead to a lack of participation (ShukriKhaneghah, 1394, pp. 36-35).

However, the history of communications and public relations track back to the lifespan of human groups and human governments; But in the discussion of the "new public relations" the dramatic changes that took place after the Industrial Revolution in Europe and the rapid growth of factories that led to the employment of manpower on a large scale. The use of this

huge force required the organization of principled organizational communications and the sale of services and goods required the use of the principles of audience and advertising.

Ivy Ledbetter Lee, a Princeton University graduate and New York World reporter, was founded in New York City. Later, with the efforts of people like "Edward Bernice", training courses in this field were held in American universities and numerous articles and books were written in this field. In 1949, with the formation of the International Association of Public Relations and the membership of many countries, the scientific activities of public relations took on a global dimension (Bahramian, 2011).

(J.E. Grunig) and (T.Hunt) described four public relations models, he introduced in 1948. The four public relations models represent the values, goals, and behaviours that organizations apply to their public relations work. These models are presented in the same order or complete competition and are simply represented in other principles. These models are: Press and Advertising Office, General Information, Balanced and Balanced (Bhutan and Vincent, 2009, p. 27; Kazempour, Ashrafi Rizi and Abdollahi, 2013, p. 57).

The Advertising and Press Office is the public relations office of advertising that tries to attract the attention of the media in every possible way. The history of the advertising model dates back to the late 19th century. In this model, the main goal is advertising (Vindal et al., 1999, p. 177). According to this model, public relations acts as a representative of the press in the organization and seeks to feed the press by preparing various news items (Kazempour, Ashrafi Rizi and Abdollahi, 2013, p. 58). In this model, the recipient is the one who must accept a particular idea, and as Gronick and Hunt have pointed out, in this model, complete truth is not necessary. It seems that the constant distrust of this public relations is largely due to the applicability of this model. The advertising model creates a kind of public relations that has emerged for the sale of products and services (Vindal et al., 1997, p. 176). According to August Kent, this is the founding stage. The issues of the organization are told regardless of public opinion. This course is called acceptance engineering because the introduction is for admission only. This model is linear, from top to bottom (Monib, 2014, p. 60).

The public information model defines the public relations approach used by resident journalists, who usually report what is true about the organization; often they do not voluntarily spread negative information. Both of these examples are one-way models that interns follow by giving organization information to groups; But they do not seek information from people through research or informal methods. The aim of this model is to disseminate information that is not necessarily persuasive. Unlike the first model here, public relations report exactly what is happening in the organization to others (Vindal et al., 1999, p. 177). In this model, the most important task of public relations is to disseminate information and pay attention to the authenticity of the content of messages and public relations programs. Despite

the having more logical flow of communication with the audience, communication methods are still limited and one-way and research is not given the necessary importance (Kazempour, Ashrafi Rizi and Abdollahi, 1392, p. 59). According to this model, a journalist is the one who is hired by an organization to report what is happening inside the organization to the masses. An example of the application of public relations in following this model. According to this model, 50% of most public relations organizations use this model. IV Liberd is one of the prominent figures of this period (Monib, 2014, p. 62).

The heterogeneous or organization-centric two-way model that emerged in the 1920s is more dynamic than previous models. In this model, information flows in two directions, both to and from the public. The presence of feedback in this model is a new thing; But the mere presence of feedback does not mean that power is evenly distributed between the sender and receiver. Communication in this model, the initiative is still under the power of the organization and the goal of communication is persuasion and also change attitudes and behaviour (Vindal et al., 1999, p. 177). Impacts are disproportionate; Because desirable behavioural change benefits the organization, not the groups, although many interns believe that influential groups also benefit. As a result, the heterogeneous two-way model is an example of many new and complicated current PR practices. Nevertheless, it describes a model that is consistent with the dominant system of thought that Bernice and others completed decades ago. In this model, attention to the recipients of the messengers is replaced and the feedback of the messages is considered; But attention to the feedback system is only for the benefit of the organization and the interests of the audience is not important, in other words, public relations only seeks the consent of the audience and tries to change the ideas and behaviours of social groups (Kazempour, Ashrafi Rizzi and Abdollahi , 1392, p. 60). Scientific persuasion takes the audience seriously and persuasion forms the most sublime form of communication (Bhutan and Hazleton, 2008, pp. 43-44; Sefidi, 2006, pp. 56-61).

A cohesive, audience-centric two-way model developed during the 1960s and 1970s, and PR practitioners gradually and cautiously embraced it as a communication strategy. While the hallmark of other public relations models is one-of-a-kind communication, the two-way peer-to-peer model involves the idea of dialogue. This practice leads the management of the organization to exchange ideas and opinions with other groups and possibly causes the management and their colleagues to be both affected and to adjust their attitudes and behaviours. The connection in this model is completely two-way. The purpose of this model is to create understanding (Vindal et al., 1999, p. 182).

The main feature of this model is to give an equal role to public relations towards the audience and to avoid adopting a domineering strategy in communication with him. In this model, achieving understanding with the audience, replaces persuasion, and by taking the initiative out of the power of the organization and thus giving an equal role to the audience,

the vertical relationship of the organization-audience replaces the group-group relationship. In fact, the organization and the audience are presented as two groups in the communication process of public relations. Attention to the ethical aspects of public relations still finds its place in public relations activities, although its examples are not yet clear (Sefidi, 2006, pp. 61-65; Kazempour, Ashrafi Rizi and Abdollahi, 1392, p. 63; Bhutan and Hazleton, 1387, pp. 22-36).

In contrast, the fourth model has similar effects, which the neutral observer describes as beneficial to both parties, organizations, and groups. Organizations that use the same two-way public relations approach use bargaining, negotiation, and dispute resolution strategies to bring about coexistence-based changes in the thoughts, attitudes, and behaviours of their organizations and target groups.

Many organizations occasionally use disproportionate two-way models; But the dominant model has rarely been used. In addition, organizations often use the two-way model of homogeneity alongside the two-way model of heterogeneity, refusing to accept that if communication is done under the guise of public relations, it should not be persuasive and deceptive (Bhutan & Vincent, 2009, pp. 27-29).

It is clear that the symmetric reciprocal model is the most responsible and intellectual type of communication. We associate it with the form of public relations if it is modern and comprehensive. However, other models should not be considered as erroneous and disproportionate forms of communication and should not be rejected. We consider them only inadequate. As we will see, they are still part of the common method of PR today, and we often take advantage of their possibilities under the umbrella of symmetrical reciprocal communication (Cohen, 2008, pp. 13-14).

The first four models were introduced in 1984 by Groning Hunt; But they later found that these four models did not have the capacity to adapt to all public relations programs and actions, so in 1992 they introduced models for the public relations industry. The main features of each of the mentioned models are as follows:

Comparison table of the main models of public relations based on Groning and Hunt studies (Manib, 2014, p. 66).

| Description | models | | | |
|---|---|---|---|---|
| | Two Way equal | Two Way Unequal | Public Information | Advertising / Press Agency |
| **Goal** | Understanding | Scientific persuasion | Release Information | Propaganda |
| **Nature of Communication** | Two-way, balanced effects | Two-way, unbalanced effects | One-way, the truth is important | One Way, complete truth is not necessary |

| Nature of Research | Developmental; Assessment of comprehension | Developmental; Evaluating attitudes | Insignificant, mere readability of texts and attention to the number of readers | Less important, just for Statistic |
|---|---|---|---|---|
| Communication Model | Group-Group | Sender - Receiver | Sender - Receiver | Sender - Receiver |
| Prominent Persons | Bernice, coaches and career leaders | Edward Bernice | EV Lee | P. B. Barunom |
| Practical areas | Regulated trade and industry and engagements | Competitive trade and industry, engagements | Government and non-profit associations, trade and industry | Sports, theater and production promotion |
| Percentage of use in organizations | 15% | 20% | 50% | 15% |

Another model is the public relations industry, which emphasizes the effective use of communication techniques in order to promote the organization and emphasize the use of guided tactics in public relations. This model is a combination of the advertising / press agency model and the public information model, and Gronick has made up for the lack of information to the mass media (other than the press). In such a way that not only the press does not function and inform, and in this mission, the role of other media is also highlighted; On the other hand, not only the media but also public relations are considered as information institutions and do not engage in press activities.

The professional public relations model, public and organizational public relations are considered and attention is paid to issues such as the strategic role of public relations in guiding the organization's relations with social groups to limit the organization's self-centeredness. The success of social groups is emphasized along with solving the problems of the organization with them and the potential of public relations in the strategic policies of the organization. In fact, this model has a special aspect to conflict management (solving organizational problems with groups) and persuasion management (achieving success of social groups) through negotiation.

The two-way model was introduced in 1995 by Dozier. In this model, by emphasizing the role of public relations in managing conflict and resolving disputes between organizations and social groups to overcome problems, five specific tactics to achieve the goal are proposed. In describing the two-way model, Dozier uses the "game" theory and the win-lose method. After stating the features of this model, in describing the five tactics of the game, it should be said that there is conflict and difference in the "competition" tactic.

Hybrid Model in 1996, introduced a hybrid model that added two more tactics to the previous five tactics. On the positive side, even if the opposing group insists on conflict, the organization seeks to reach a mutual benefit agreement. Unlike the tactic of agreement with the other side, in a useful and constructive tactic, it is on both sides.

The new symmetric model is composed of two-way and hybrid models that are similar to two-way activities. This model is based on "Mirofi" views, which use symmetric and asymmetric tactics. Criticizing hybrid designs and models, he believes that organizations continue to pursue their own profits while anticipating the reactions of the recipients, and that the organization's profits still have the first priority (Kazempour, Ashrafi Rizi andAbdullahi, 1392, p. 63).

**Theoretical Framework**
According to the records and models expressed above from public relations and the views of experts in this field, public relations as a channel of communication inside and outside the organization and an area that creates a lot of added communication value; Introduce and consider indicators such as facilitation, interaction and responsiveness to desirable public relations. It is considered desirable in general. Accordingly, the conceptual model for the desired uncle relationships of public organizations can be presented in four general indicators: interaction or symmetry of public relations, use of new tools and technologies, management and, value Orbital.

**Methodology**
This research is exploratory in nature and practical in type. The method used in this research is a combination. In the qualitative method of research, semi-structured interviews were conducted with 15 elites and experts in the field of communication based on non-probabilistic sampling method of judgmental and purposeful type and the desired public relations indicators of Afghanistan Public Administration were obtained. And in a small part of this research, a number of experts, experts and employees of the press and public relations department of government organizations were selected as the statistical population. A small sample in this study from among employees, professors and experts in the field of public relations using Morgan table, 66 people were selected as a sample population, of which: 34 employees, 16 experts and 16 professors by quota. The sampling method was considered quantitative, probabilistic and relative stratified sampling method.

In this research, quantitative data analysis based on descriptive and inferential methods was used. The researcher first analysed and described each of the research indicators in the form of univariate analysis in the form of frequency table and then in order to evaluate and present the desired public relations model, confirmatory factor analysis was used.

**Findings**
The research findings are divided into three sections: The first category is the theoretical approaches to public relations, which are based on studies of public relations models and related theories. The second category is the qualitative findings obtained from the interviews of 15 elites and experts, employees and professors in the field of public relations. Finally, the

third category is a small number of findings based on a questionnaire distributed to 66 participants.

**Theoretical Findings**

Based on studies in the field of public relations, three theoretical approaches can be proposed for the desired public relations of public organizations: the theory of superiority and superiority approach, the public relations approach based on the framework of the European Foundation for Quality Management and the public relations approach based on the Deming framework.

In the first approach, the theory of superiority and superiority is a general theory in public relations, which is the result of 15 years of study of optimization methods in communication management, whose research is funded by the International Association of Business Communications. This approach sets out the general principles of public relations excellence: public relations participation in strategic management; Ability to direct public relations to a direct coalition or report directly to senior management; Coherent and coordinated functioning of public relations; Public relations as a managerial function, separate from other functions; Supervising public relations by a manager, not a technician; Bilateral symmetry model of public relations; The need for an informed and advanced department to play a managerial role in symmetric public relations; Symmetric system of communication within the organization; The multiplicity of multi-role explanations of public relations; And ethics and honesty.

The second public relations approach is the organizational excellence model, which is a framework for improving the output of the organization as well as increasing the satisfaction of employees, customers and other stakeholders in this standardization and achieving the indicators of an excellent and superior public relations organization. It is punitive and decisive. This is a European model and is used by EU member states. Based on this approach, the quality of the organization's processes in the areas of leadership, employees, increasing interaction and partnership with other organizations, processes, audience orientation, employee results, community results and the benchmark of key performance results and the field of improvement Qualitative planning of nine indicators.

In Deming's approach, also known as the Japanese model (1950), the Americans examined and summarized four main strategies: planning, execution, checking, reviewing, and summarizing action (PDCA). Is read.

Although research has consistently shown that the models in the theoretical foundations of research accurately describe the work of public relations in the real world; But previous research has not yet provided a convincing explanation. Accordingly, organizations first use a

model of public relations that best fits their environment. In the latest research, organizations use models in two ways. In the first way, models that play the role of situational strategies and organizations use them for different public relations policies and issues and different target groups, and not as the only organizational framework for all public relations efforts. Second, assumptions about models as part of organizational ideology.

In another finding, the reasons why models become part of organizational ideology and organizations choose them as situational strategies can be explained by the concepts of organizational power, organizational culture and expertise of top public relations managers.

In summary, research shows that an organization's dominant coalition identifies the power of its elites, strategic groups in the environment of groups such as employees, the financial community, active groups, or consumers as the target of public relations. The dominant coalition then takes the matter to the director of public relations and instructs it on which model should be considered strategically appropriate. Which model the dominant coalition chooses depends on whether that model fits the organizational culture or not, and whether the PR manager has the expertise to implement that model.

A skilled public relations manager who implements more sophisticated two-way models is more likely to be in a dominant coalition where he or she can influence the culture, the choice of strategy group, and the situational model used.

Now that ideology and culture are emerging as major predictor variables; Because their public relations world-view does not include this model, they rarely have public relations staff with experienced staff to implement the models. Therefore, in order to change the policy of organizations in public relations, it is necessary to change the prevailing assumptions about public relations. From here, it first examines the assumptions of three heterogeneous models and then explains the assumptions of the two-dimensional homogeneous model.

As shown in previous discussions, several research traditions have proposed assumptions for the two-dimensional model of homogeneity, including alignment, systems theory, and interest group liberalism. Dispute resolution theories are also among such theories, such as those of Elling, Fisher, and Yuri. But most importantly, the fact that the proposed framework is consistent with two-pronged assumptions creates a new theory of public relations. Our job is not to borrow persuasion theory or organizational communication theories. We are mostly built on the concepts of other research traditions as well as new and first-hand concepts of public relations theory. However, parts of that theory have already been presented when discussing the four models of public relations, and more complete discussions can be found in Jay's work. Groning et al. Groning, J; Groning and Jay Groning found out.

L. Groning studied how organizations deal with active groups and concluded that none of them used the same two-way model. In other cases, other models failed to resolve the dispute. The result was usually a lawsuit or a continuation of the conflict. Therefore, he concluded that the two-dimensional model is the only model that hopes for success; Because all the other models have failed.

In a study, Turk found that only one state branch in Louisiana used the same two-way model, and that other models did not work. The two-pronged model is a more effective and responsible approach to public relations, requiring further articles and ongoing research. It is hoped that this study will affect the assumptions of those who work in public relations and formulate it. Ultimately, it is hoped that public relations will be used in a way that will make it a very valuable and effective force for resolving social conflict and improving the societies in which we live.

Groning and Hunt offer another approach to models of abstracting public relations activity from its early activities. Their four models follow the path of public relations growth and, by providing a very useful feature among public relations functions, identify the capabilities of those with the most research base. Advertising, for example, was the first tool used as a model for public relations and marked the early years of public relations. The public information model was developed to give more objectivity to the role of public relations and thus equip the organization, like government departments, with public relations services. The most well-known approach used in public relations is a model that is almost always cited as persuasion and reflects the long-standing and major contribution of the field of communication to public relations. The public relations model relies on peer-to-peer communication is the latest aid mentioned in public relations books. Although the functions of persuasion in public relations are clear; But the model of reciprocal cognition needs further explanation.

### Qualitative Findings

The content analysis method and the network analysis method were used to analyze the interviews conducted in this research. In general, qualitative findings show that comprehensive, organized themes as well as the basic themes and characteristics of desirable public relations can be expressed as follows: social responsibility, moderation, democracy, merit Sovereignty, good reputation, fidelity and confidentiality, rationality, decision-making ability, planning ability, power of action and action, accountability, professional ethics, work ethic, job satisfaction, punctuality, duty Cognition, hard work, honesty and communication, communication and coordination, ability to write correspondence and long writing, ability and skill in resource management, audience knowledge, ability to speak, write, read, listen, negotiate And persuasion, creativity and innovation, new tools and technologies, speed and accuracy, two-way communication, interaction, dynamics and critical thinking,

attractiveness, simplicity, ability to coherence, uncensored, intercession in affairs, ability to persuade, art of establishment Intra-organizational and extra-organizational communication, communication with the media, public relations, attention to civil and quasi-civil institutions, and finally the necessity of two-way public relations.

The number of themes obtained from the interviews conducted in this study shows that, in general, the basic themes of desirable public relations of Afghan public organizations derived from qualitative data in the four sections are as follows:

**Interactive public relations:** the power of campaigning and networking, the art of communicating with the audience, communicating effectively with other institutions, communicating with the three forces, the necessity of external communication, reciprocity, the desire to exchange information to Instead of information exchange, continuous communication with the media; Increasing public relations, paying attention to civic institutions and in the field of intra-organizational communication; Attracting organized participation within, the art of establishing communication with employees, attention to democracy in the organization, effective effective communication with internal employees, the necessity of interaction and cooperation within the organization.

**New tools and technologies:** Internet, e-newsletter or e-magazine, official corporate blog, e-mail, e-brochure, paperless office system, social networks (Facebook, Twitter and YouTube), augmented messaging services, messaging services Multimedia messaging, Bluetooth, podcast, podcast, videoconferencing or teleconferencing, content management and gatekeeping, web conferencing, media communication, online newsroom.

**Value orientation:** comprehensiveness, simplicity and comprehensibility, coherence, creativity and innovation, attractiveness, affection, moderation, rationality and thinking, democracy, social responsibility, conscientiousness, ethics Trustworthiness and secrecy, with politeness, good reputation, meritocracy, positivity, satisfaction, punctuality, information orientation, conscientiousness, perseverance and accuracy.

**Management and Ability:** Audience and Content Management, Ability to Plan, Decide, Coordinate, Communication, Administrative and Analytical Correspondence, Resource Management, Resource Mobilization, Speaking Skills, Active Listening, Critical Thinking, Comprehension Negotiation, persuasion and writing, commitment to the organization and electronic management.

| The main indicators | Management and ability | Orbital value | Technology and tools | PR interaction |
|---|---|---|---|---|
| **Options selected by the interviewees** | Contact management; content management; Ability to plan; Decision making; Coordination; connections; Administrative correspondence and essay writing; Organizational resource management; Organizational resource mobilization; Speaking skills; Active listening; Critical Thinking; Comprehension; Negotiation; Persuasion and writing; Commitment to the organization; Electronic management. | Simplicity and comprehensibility; Coherence; creativity and innovation; Charm and allure; Affection; Moderation; Reasoning and thinking; You have people; Social responsibility; Conscientiousness; Ethics; Trust and confidentiality; Being polite; Good reputation; Meritocracy; Positivism; satisfaction; Chronology; Orbital information; Conscientiousness; Honesty and accuracy. | Internet; E-newsletter or electronic magazine; Official organizational blog; email; Electronic brochure; Paperless office system; Social networks (Facebook, Twitter and YouTube); Added messaging services; Messaging services; Multimedia; Bluetooth; podcast; Videoconferencing, teleconferencing and web conferencing; Content Management and Goalkeeper; Communication with the media; Online newsroom. | The power of campaigning and networking; The art of communicating with audiences; Establish effective communication with other institutions; Communicating with the three forces; Requirement of external communication; Two-way public relations; The tendency to exchange information rather than exchange information; Continuous communication with the media; Increase public relations; Attention to civic institutions; Attracting organized participation within; The art of communicating with employees; Attention to democracy in the organization; Stable effective communication with employees; Necessity of interaction; Indra-organizational cooperation. |

As mentioned in the table above, favourable public relations of Afghan government organizations based on interviews with experts, thinkers, professors and staff of the public relations department of government organizations, on four general themes of management, interaction, value and There were 17 themes in the field of management, 16 themes in the field of public relations interaction, 21 themes in the field of value, and 18 themes in the field of tools and technology. After receiving and extracting general and sub-themes as well as basic themes related to desirable public relations, the researcher drew the desired model of public organizations in Afghanistan as follows:
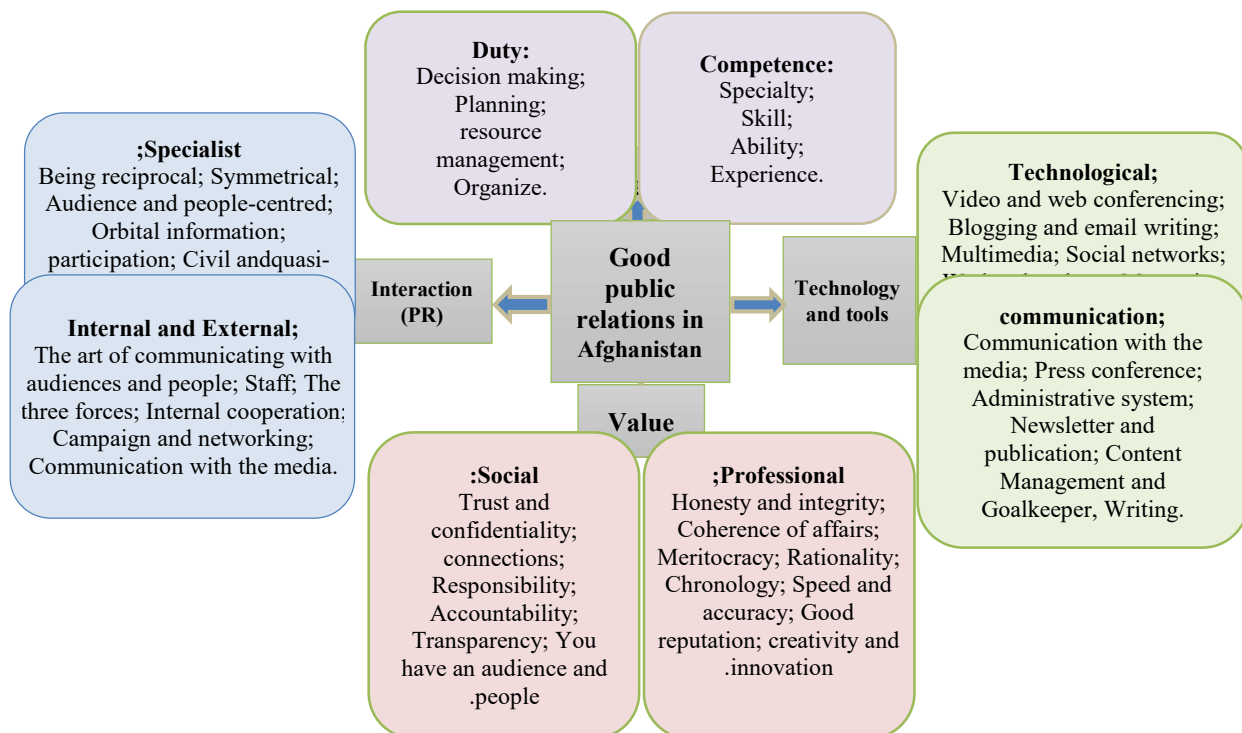
According to the topics related to the above chart, it was concluded that the desired public relations model of public organizations in Afghanistan is public relations that is appropriate in public and non-governmental organizations in the internal and external organizational departments. And is distinct. Among the important points in this model, qualified, specialized, elite, skilled, managerial and committed to the values that govern society and the profession seems to be mandatory. Organizational commitment is also one of the other important indicators that the employee and the manager of public relations are desirable in providing information system communication (information retrieval, information measurement and information and information archive), accountability to the community, transparency. In affairs, and have the skills to use new tools and technologies.

**Quantitative Findings**
In fact, the questions addressed in the quantitative section are an inference from the theoretical foundations and qualitative findings of the conceptual model of public relations desired by Afghan public organizations. Good public relations of public organizations in Afghanistan is formed in four general categories of management, tools and technology, value and interaction of public relations and has been measured and tested with a total of 72 questions in the distribution of central statistics and the distribution of good public relations

of the organization. Afghanistan's public relations among public relations staff, university professors, and public relations and communications experts is shown in the table below:

| Model indicators | Average | Crossed line | amount of deviation | Minimum | Maximum | Total |
|---|---|---|---|---|---|---|
| Optimal public relations (general index) | 456/145 | 435 | 149/351 | 181 | 724 | 62 |
| Interactive | 52/333 | 48 | 13/502 | 26 | 79 | 66 |
| Instrumental and technological | 62/257 | 66 | 18/207 | 30 | 110 | 66 |
| Managerial | 249/274 | 231 | 92/747 | 82 | 385 | 62 |
| Value | 49/545 | 90 | 32/904 | 33 | 150 | 66 |
| No. of Observation | 62 | | | | | |

In the inferential analysis of this research, in order to present the desired public relations model of public organizations in Afghanistan, Amos software (Analysis of Moment Structure) 20 was used. In the first step, the model was presented based on the general index with observable variables (managerial, instrumental and technological, value, interactive), which finally shows the desired model based on the following standard coefficients:

**Diagram of a model for measuring the desired public relations of Afghan public organizations based on standard coefficients**
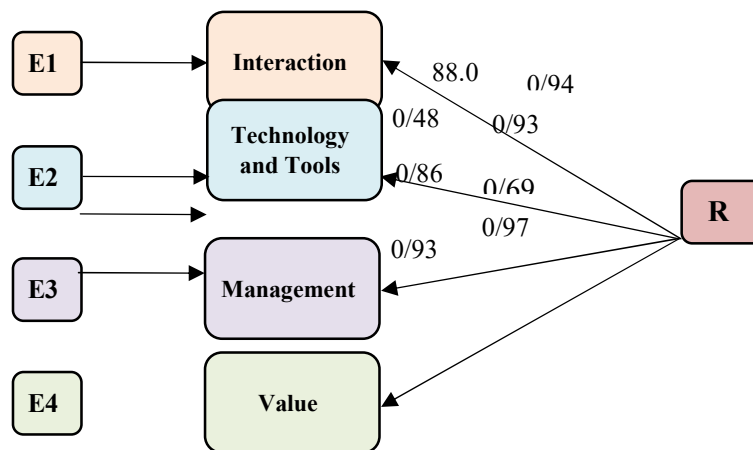


**$\chi 2$ = 0.413 Quantitative distance = 2 levels of probability = 0.813**

Based on the chart above, the proposed public relations model bears a similar resemblance to the conceptual research model based on the researcher interview. In addition, the model of

measuring the good public relations of public organizations in Afghanistan based on standard coefficients and general indicators of the conceptual model have a high degree of correlation with each other. The value of this correlation is based on standard coefficients for the value index equal to 966, for the interaction index equal to 940, for the instrumental and technology index equal to 693 and finally for the management index equal to 925. Interestingly, the highest correlation is seen in the value index.

**Conclusion**

This study was conducted with the aim of developing an appropriate framework and model for public relations of public organizations in Afghanistan with a combined research approach (qualitative and quantitative). Interviews and questionnaire were used to collect information. The researcher first presented the conceptual model of the research using the interview method and prepared and tested the four indicators (value, interactive, technological and instrumental and managerial) in a questionnaire.

Based on the results obtained from the qualitative method of this research, the proposed model of public relations is desirable for Afghan public organizations in various fields, especially public organizations in the areas of internal and external communication. To perform this model better and more effectively, public organizations must have specialized, experienced and efficient human resources. To manage the public relations department, employees and managers of the public relations department should be acquainted with the components of competence and value as well as organizational commitment. Bilateral public relations activities, accountability, transparency, moderation, confidentiality and trustworthiness, good reputation, creativity and innovation and finally self-confidence and organization, including indicators of achieving organizational goals through relationships The public is favoured by Afghan public organizations. Another important factor that was considered in this study and the result was obtained, is the creation of an information-based system; This system makes the public relations department both informative and informative, and finally by measuring, processing and archiving information, public relations can perform its activities better and the effectiveness of the performance of organizations. Raise the public.

Also in this study, the results obtained from quantitative findings show that the overall public relations index (managerial, value, interactive and instrumental and technological) model of public relations desired by public organizations in Afghanistan, at a high level and It is relatively desirable. Of course, the results were almost identical in the views of professors, staff and experts. However, the results of quantitative findings also show that there was a value index at a high level of acceptance.

In general, the conceptual model obtained based on the collection of information from the interviewees is in fact similar to the studies obtained from the theoretical foundations of the research and other models and theories of public relations.   Among the four models of Gronick and Hunt, the two-way model is equal or equal. The results of this study also show that the favourable public relations model of public organizations in Afghanistan is two-way, interactive and one of the models of excellence based on the study. Gronick in 1994. One of the different results obtained in this study is the value orientation of the activities of the public relations sector in the country, which is due to the value and idealism of society.

**Recommendations**

Based on the results of the research findings, the researcher offers the following practical suggestions for the public relations departments of public organizations:

Employing employees and managers in the public relations department who are both value-oriented and have sufficient expertise, skills and competence.

In the second priority, the researcher suggests that managers of public relations in the field of management such as decision making, strategic planning, implementation, monitoring and consulting with senior management and subordinates of public relations to play an appropriate role.

Based on the obtained results, it is suggested by the researcher that the employees and managers of the public relations department have sufficient proficiency, skills and ability to use new tools and technologies in order to carry out their mission. Among these, the researcher's specific suggestion in the field of learning and teaching electronic skills and electronic public relations.

One of the researcher's suggestions according to the results of this research is to strengthen the value foundations (both organizational and community) that employees and public relations managers can improve this practice as a model for public organizations.

Public relations work is not just about creating, providing, expanding and consolidating external communications; Rather, the researcher suggests that the public relations department should try to provide and strengthen communications within the organization as much as it does in the field of informing and providing external communications.

Based on the results of the present study, the researcher suggests that the public relations department in full coordination with the strategic department of public organizations to create and strengthen an information-oriented system.

The results of this study also suggest that the public relations department to establish studies and research departments to provide appropriate contexts for measuring public opinion regarding the mission of public organizations and the feedback of the public and the audience to Will be achieved.

Finally, the latest proposal of the present study is that in order to strengthen the activities and missions of the public relations department, it is necessary to create a favourable monitoring system at various stages.

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# SHIFTS IN THE TECHNOLOGY FROM PRINT TO E-MEDIA  AND THE FUTURE OF JOURNALISM

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## Abstract

For some Indian, reporting once served people in general, furnishing residents with the data they expected to self-administer in a majority rule government y. In any case, presently, the news-casting of America's past has been destroyed by monetary and mechanical difficulties. This paper traced the traced the journey of newspaper from print to digital platform. Also explored the future of print newspaper and e-newspaper in the Indian subcontinent. The study highlighted the factors responsible for the shift in news consumption habits of the Indian readers.

**Keywords:** Technology, Newspaper, Mechanical, Subcontinent

## Introduction

The advanced insurgency of technology has caused enormous separation. New plans of action and new stages have obliterated the print-promoting income that upheld the act of news-casting previously. The absolute labor force of columnists working in heritage and computerized newsrooms fell by 40% in the most recent decade, as indicated by the American Society of News Editors' Newsroom Employment Census. In the interim, the disappointment of news inclusion and news staffing to rep-detest the full variety of thought, class, race, religion and character has evidently made the item immaterial to enormous areas of the Indian populace.

*This is the fundamental question: How do we sustain the journalism needed for democracy given the business model erosion and seismic shifts in the technology landscape?*

The news associations that distribute reporting content have fallen subordinate to the dissemination foundation of Facebook and Google. "Lastly, there is the issue of weariness. Frequently, news distributions are seen as a misuse of individuals' time. But, the requirement for news and data apparatuses for a resident to take an interest in a majority rule government remains indispensably significant. This is the essential inquiry: How would we support the news-casting required for majority rules system given the plan of action disintegration and seismic movements in the innovation scene? The Aspen Institute Dialog on the Future of Journalism investigated a few of these innovative powers while revaluating news-casting esteems in August 2016. We've full grown with reporting as it identifies with popular government: helping individuals with their day by day lives, helping individuals accomplish their fantasies, said Charlie Firestone, Executive Director of the Communications and Society

Program at the Aspen Institute. Be that as it may, we're currently observing various difficulties to those conventional qualities and capacities."

## The Scenario Axes: Confidence & Technology

Innovation is the main basic vulnerability and is hence a significant driver of progress in the news-casting area. "Innovation can be received hesitantly or it very well may be grasped profoundly. At the end of the day: what's to come is obviously advanced and versatile, yet it is hazy how this future will unfurl, at what pace and how much everybody will join in. The second basic vulnerability identifies with certainty inside society. All through the world existing establishments (governments, NGOs, ideological groups, media) are feeling the squeeze from the changing wishes of basic residents, emphatic purchasers and the new unique of base up activities. Establishments have not (yet) had the option to plan an appropriate response for this. Will society give its inclination to sweeping self-association, where specialists and companions assume a noticeable job, or focal course by establishments and governments, for a situation of recuperation of public certainty because of expanded straightforwardness?

## Journalism as Innovator

The Internet has killed boundaries to rivalry and made a prolific field for media new businesses. The Internet and other computerized innovations have likewise constrained the news business to adjust and change, in some cases amazingly effectively, some of the time not. Writers are grasping development and trying different things with rising new innovations from computer generated reality to man-made brainpower.

## Immersive Technologies

For instance, another video innovation, 360-degree video, permits the watcher to container the full field of vision around the camera — in front, aside and behind. Set up media organizations are additionally putting assets in these new advances. The New York Times conveyed Google Cardboard computer generated experience (VR) headsets with its home-conveyed print version to announce the formation of its first VR venture on the worldwide outcast emergency. The Guardian US made a VR experience called 6x9 where watchers could encounter life inside an isolation cell at a jail.

## Storytelling

Past the video devices of augmented reality and 360-video, columnists have more narrating apparatuses than they comprehend how to manage. Twenty years back, there were a couple components to covering a story on paper: the fundamental account text story, a title text, a photograph and a realistic, maybe a sidebar. Today there are a lot more devices for narrating.

I used to keep tally. I halted at 60, said Tom Rosenstiel, Executive Director of the American Press Institute. The test of being an incredible proof-reader or an extraordinary writer is having the option to pick which device to utilize, realizing that this story will mean something to individuals in this structure. That is much harder than saying it in a sidebar and a report.”

## What May Save India's Flailing Print Journalism in Digital Age

By any sensible measure, the print news industry lies in desperate waterways. "The monetary stun of the Covid-19 emergency has carried this pattern to a tricky tipping point. The most recent couple of months have seen a few reports of media houses laying off their writers, cutting their compensations and benefits and in any event, closing down whole versions of their papers. This isn't an emergency restricted to India, as is proven by comparative choices being made in newsrooms over the world. It is likewise not an emergency that has an end in sight. Onlookers of the business collectively express a cynical standpoint about the eventual fate of print news, and it is anything but difficult to perceive any reason why. In a universe of portable applications and pages, the physical paper resembles a relic of an alternate age. Print news is an anticipated casualty of the innovative change of our general public. The web cuts down the expenses of delivering and appropriating data. The infiltration of cell phones and 4G web the nation over signs that the times of the paper stand may be finished. Moment admittance to a boundless determination of news content for nothing may have appeared to be an unrealistic fantasy twenty years back, however the guarantee of the Internet focuses to this perfect world. However, everything isn't well on the web. With conventional income streams from print promoting easing back down, news associations have normally moved to adapt their computerized releases, with paywalls gradually turning into the standard for online forms of papers also. A universe of pay-walled news, where just the individuals who can bear the cost of powerful month to month memberships can peruse believable records of recent developments appears as though a modest farce of the guarantee of the Internet. Print news is an anticipated casualty of the mechanical change of our general public. The web cuts down the expenses of creating and conveying data. The infiltration of cell phones and 4G web the nation over signs that the times of the paper stand may be finished. Moment admittance to a boundless choice of news content for nothing may have appeared to be an unrealistic fantasy twenty years back, however the guarantee of the Internet focuses to this perfect world. However, everything isn't well on the web. With customary income streams from print publicizing easing back down, news associations have normally moved to adapt their computerized releases, with paywalls gradually turning into the standard for online renditions of papers also.” A universe of pay-walled news, where just the individuals who can manage the cost of weighty month to month memberships can peruse believable records of recent developments appears to be a modest spoof of the guarantee of the Internet.

Source: Google.com

By any sensible measure, "the print news industry lies in desperate waterways. The budgetary stun of the Covid-19 emergency has carried this pattern to an unstable tipping point. The most recent couple of months have seen a few reports of media houses laying off their writers, cutting their compensations and benefits and in any event, closing down whole versions of their papers. This isn't an emergency restricted to India, as is proven by comparable choices being made in newsrooms over the world. It is additionally not an emergency that has an end in sight. Observers of the business collectively express a negative viewpoint about the eventual fate of print news, and it is anything but difficult to perceive any reason why. In a universe of portable applications and site pages, the physical paper resembles a relic of an alternate age. Print news is an anticipated survivor of the mechanical change of our general public. The web cuts down the expenses of delivering and disseminating data. The entrance of cell phones and 4G web the nation over signs that the times of the paper stand may be finished. Moment admittance to a boundless choice of news content for nothing may have appeared to be an unrealistic fantasy twenty years back, however the guarantee of the Internet focuses to this perfect world. However, everything isn't well on the web. With conventional income streams from print promoting easing back down, news associations have normally moved to adapt their computerized releases, with paywalls gradually turning into the standard for online forms of papers too. A universe of pay-walled news, where just the individuals who can bear the cost of heavy month to month memberships can peruse sound records of recent developments appears to be a modest spoof of the guarantee of the Internet.

**Review of Literature**

The audit of writing is the premise of the a large portion of the examination ventures. It is the way toward perusing, breaking down, assessing, and summing up insightful materials about a particular theme. A survey is a group of text that plans to audit the basic purposes of current information including considerable discoveries just as hypothetical and methodological commitments to a specific theme. Writing surveys are auxiliary wellsprings of data and structure a basic outline and an evaluation of the present status of information or present status of the craftsmanship in a specific field. A writing audit is an overview of previously existing compositions (typically distributed) on a given subject or region with the end goal of surveying their pertinence to a proposed venture. The choice of accessible reports (both distributed and unpublished) on the point, which contain data, thoughts, information and proof composed from a specific angle to satisfy certain points or express certain perspectives on the idea of the subject and how it is to be explored, and the viable assessment of these archives according to the exploration being proposed. An all around organized writing audit is portrayed by a sensible progression of thoughts; with steady, referring to style; legitimate utilization of phrasing; and a complete perspective on the past exploration on the theme The motivation behind survey of writing is to give the foundation to and legitimization for the examination attempted and to build the expansiveness of information on branch of knowledge. It gives the scholarly setting to one's own work, empowering to situate the task comparative with other work. It assists with recognizing contradicting sees and to place one's work into point of view. It encourages the exhibition of getting to past work in a region and to distinguish data and thoughts that might be applicable to investigate venture to rehash writing one is needed to introduce set up discoveries, clashing proof, holes in the assemblage of grant identified with subject of examination. It is completed to decide different ways to deal with the theme and to recognize a few issues in the field and to coordinate what past analysts have found and distinguish significant issues still uncertain." A survey of writing assists with bringing up likenesses and contrasts, qualities, and shortcomings in the writing and recognizes the setting for which writing is significant.

**Rangaswamy Parthasway in "Journalism in India" (1989)** "presents a record of the historical backdrop of the Indian press in detail. It covers the pre-autonomy function of Indian media and its development after freedom in the changing social and world of politics. The creator has introduced the status of Indian Press when writers were poor however were driven by energy and roused by Mahatma Gandhi to courageous deeds and penances for freedom of the nation. Profiles of noticeable English language papers and famous editors who have contributed massively in the development of Indian reporting have been talked about in the book. This book gives a knowledge into the recorded foundation of the Indian press just as gives a record of post autonomous reporting which tested the oppression of the administration and censured its oversight and different limitations presented on opportunity

of press in India. Magazine news coverage have likewise been referenced including news magazines which produced readership and rivalry.. The development of language press have likewise been featured in the book with instances of Malayalam Manorma and centenarians of different papers have additionally been incorporated. Indian news-casting is of indispensable significance and its shortcomings, qualities, moral principles order, assets everything have been broadly referenced in this book."

**Manus (1994) in his book, "Market Driven Journalism"-** "Leave the residents alone Aware composes, 'receiving affectability to crowd appraisals like that of neighborhood TV news, news papers has decreased the customary function of 'which functions and issues are news commendable'. He states further that chiefs are advising columnists to let the general population choose what becomes news by focusing on what sorts of reports are most exceptionally esteemed in the commercial center. Refering to the current market driven corporate model of print media in activity, Manus says, 'This market driven reporting may prompt four social effects: the shoppers are probably going to gain less from the news, buyers might be deceived, news may get manipulative, and watchers may get aloof about governmental issues."

**J Natrajan in his book, "History of Indian Journalism" (1995)** "attests the starting points of the elements of the press, which take into account the requirements of huge masses. This book covers the historical backdrop of reporting directly from the root of the press to the enlistment of the press, meddling through the laws that administer the Press to the historical backdrop of paper and Government exposure and Public Relations. It likewise features the commitment of pioneers like Ranade, Tilak and Gokhale through papers and developments for the autonomy of India. It likewise centers around Mahatma Gandhi's commitment to the field of reporting just as his developments for the freedom of the country."

**Upinder Vajpayee in his article (1999) "Patrikarita Ki Yatra Main Utarte Chadte Parav"** discusses his recorded excursion with the field of news-casting from pre freedom to postindependence times. He clarifies the elements of changes in the field of reporting with the achievement of public autonomy. The article incorporates an understanding of the status of Hindi news-casting which was exceptionally delicate following autonomy and its excursion of advancement into a self-administering element with section of time. The creator talks about his own encounters of working with local papers, the status of news coverage and its standards around then. This article discusses the developing respectability and notoriety of Hindi papers in group of friends in late nineties.

**Objectives**

1. To trace the journey of newspaper from print to digital platform.

2. To prognosticate the future of print newspaper and e-newspaper in the Indian subcontinent.

3. To study the factors responsible for the shift in news consumption habits of the Indian readers



Source: Google.com

**Research Methodology**

To accomplish the destinations of the examination, scientists gathered essential information to follow the excursion of papers in India. "To comprehend the move in news utilization propensities for Indian per users and fate of papers in India, scientists led a centre gathering conversation with twelve individuals from media industry and academia. This study will give understanding into the distinctions in per user perspectives on the validity among print and online news items, especially of a little, week after week distribution. The Media Studies are validity examines dependent on kind, for example, TV, print or online news sources and these investigations centre generally around bigger media markets. This examination will explore whether validity recognitions are distinctive for network papers. This investigation will zero in on print and online paper perusers of the Navodaya Times. The Navodaya is a little week by week paper with a flow of 827 situated at the Delhi. The paper's inclusion territory incorporates the city of New Delhi& Gurugram.

**Questionnaires**

**Research Question 1**: Do online only viewers of a community newspaper consider news stories to be less credible than those who read the same news stories in print?
**Research Question 2**: Do both online and print readers of a community newspaper consider the local news to be less believable than five years ago?
**Research Question 3:** Do both online and print readers of a community newspaper consider the local news to be less accurate than it was five years ago?

**Hypothesis**
**Hypothesis 1:** Respondents who read news articles online will be more likely to consider the articles less credible than those who read the same articles solely in print.
**Hypothesis 2:** Both Respondents who view news online or in print will consider the local news to be less believable than it was five years ago.
**Hypothesis 3**: Respondents who view news online or in print will consider local news to be less accurate than it was five years ago.

**Demographics**:

| READER | 827 | 100% |
|--------|-----|------|
| E-Newspaper | 372 | 45% |
| Newspaper | 455 | 55% |

**Interpretation**
According to the study 45% of individuals has change there inclination from customary paper to online paper. Respondents who read news stories online will be bound to consider the articles less trustworthy than the individuals who read similar articles exclusively on paper. The two Respondents who see news on the web or on paper will believe the nearby news to be less convincing than it was five years back. The two Respondents who see news on the web or on paper will believe the neighbourhood news to be less conceivable than it was five years prior.

**Results: Future of Print And E-Newspapers in India**

To forecast the eventual fate of print and e-papers in the momentum situation and to comprehend the move in news understanding propensities, the specialists led a centre gathering conversation. The gathering contained 12 individuals from the media business and the scholarly community. The specialists were expertly subsidiary with associations like The Hindu, The Times Of India, CNN-IBN, Navbharat times Online, ABP News, IIMC Delhi, India Today

Media Institute and more. The highlights of the discussion are stated below:

1. Openings and Challenges for Newspapers The specialists concurred that print media is confronting a test because of the presence of e-papers. In spite of the fact that the dissemination of print papers is diminishing in the Western nations, it has been on an ascent in India. Explanation behind this was viewed as the connection between proficiency development and rising readership of papers, particularly vernacular pressin India.

It was seen that flood in proficiency levels in the ongoing many years, better pay and the claimed validity of composed words are a portion of the reasons papers advanced well in India. The explanation papers started winding down in the West is on the grounds that decision was included – one needs to go to a newspaper kiosk and purchase a duplicate. In India, it is conveyed at the doorstep. English language papers used to overwhelm flow figures during the 1960s. The position started to change recognizably after the 1990s. There has been exponential ascent in the interest for Hindi dailies.

Talking about a report from Audit Bureau Circulation (ABC) report (December 2016), the individuals brought up that in 2017 three most coursed papers were Dainik Jagran and Dainik Bhaskar which were both Hindi dailies and were followed by The Times of India in English language. The specialists believed that, validity of paper and not exactly solid substance of other media may have additionally been purpose behind the ascent of papers. There are a few difficulties to print papers like increasing expense of newsprint, expanding web infiltration even in unassuming communities and villages. They likewise shared that in current occasions Print, Broadcast and Web media supplement each other for concurrence and development. The board brought up that TV was filling during the 90s however then came an immersion point. A comparative pattern may follow for e- papers too. As innovation is advancing, there will be something new. The specialists noticed that Indians would prefer not to pay a lot to devour news. They additionally raised worries about the income model of papers which is generally founded on promotion and exhorted that it should be changed.

As there are various dialects in India, a significant worry for e-papers is to cover immaculate zones in India. Individuals shared that numerous e-papers were putting forth attempts to arrive at territorial dialects news buyers like print papers. They valued that ToI news site gives a choice to change over language and associate with perusers which upgrades the readership however it is a test for the perusers are not all around familiar with innovation. It was seen during conversation that in India print has edge over e-paper since individuals need read in detail. E – paper gives favourable position of communicating as a peruser, this held a significant result of the conversation. During the FGD it was shared that presently most youthful crowd don't peruse or observe long reports, so in video arranges additionally short releases of reports are arranged and shared on the web. The convey ability of e-papers was viewed as a significant factor as a purpose behind move in news utilization propensities.

Development of papers in the nation is a pointer of the way that the readership has expanded furthermore, individuals need assortment, substance and polished skill in the substance. The existent test for the papers is to reach and associate with the average citizens, giving their issues and feelings. Papers have risen as a solid wellspring of data for most of individuals occasionally.

2. Factors Responsible for the Shift in News Consumption Habits of the Indian Readers

Development in paper readership in India portrays higher inclination towards nearby language papers. A conspicuous change is clear in the rustic populace during the previous fifty years as they end up being one of the most huge client bunches with expanded pay levels and differing decisions and inclinations. Another explanation behind development of print paper dissemination is the inclusion of nearby news by territorial language papers has given flow the much need energy as it gave the individuals in the country regions a medium to communicate their complaints and yearnings. Confinement cleared path for multi-version papers where distributers aggregated public news with nearby news and increased their news content assortment, with supplements. The fruitful exhibition of hyper restriction of news content is additionally attributed to perusers' decision to peruse content in their first language." Low evaluated Indian papers are regularly combined with limits or complimentary enhancement/release which precludes cost as a boundary for the perusers. This aides in making brand dependability which is frequently used

**Conclusion**

Advanced age is the most recent test to the presence of print papers. The current emergency because of the pandemic has added to the concerns of the print papers the same number of paper associations have laiad off writers, suspended print versions and are seeing a dunk available for use (because of danger of spreading of infection). "Throughout the long term, print paper has reevaluated itself to stay occupied with news yet the eventual fate of paper perusing is advanced. This can be credited to different reasons like expanding web infiltration in India and people groups' should be continually refreshed by helpful admittance to news. India is at the edge of turning into the most youthful country and youth is more disposed towards the utilization of innovation." Computerized stages without a doubt have a brilliant future in India however papers likewise hold a solid readership es pecially in territorial dialects. Print papers may not go totally outdated soon however fate of news consultee movement is computerized

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# COVID-19: HEALTH COMMUNICATION

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*The ultimate value of life depends upon awareness and the power of contemplation rather than upon mere survival.*
*-Aristotle*

**Abstract:**

The research paper reviews the nature of COVID-19 pandemic and health communication efforts made by the Government of India for prevention of spread of COVID-19. It summarizes and also identifies sources of authentic information i. e. scientific organizations relevant for getting information during pandemic. It is noteworthy that unscientific information may lead to superstitions and unhealthy behaviours. The research paper is a review paper by making use of secondary literature collected from various research papers, annual reports, magazines, journals and websites. The paper also makes use of data on COVID-19 confirmed cases, cured cases and deaths. The data has been extracted from PRS Legislative Research Website. The efforts have been presented at the national as well as international level. Furthermore, the paper further reveals that existing health communication is not sufficient. Consequently, there is need of more communication efforts in general and scientific communication in particular in order to preventspread of COVID-19.

*Key words: Awareness, COVID-19, India, Information, Health Communication & Pandemic.*

**Introduction:**   COVID-19 is a global challenge which the whole world is facingnow days. Any nation whether developed or developing is not untouched by this problem. Most of the nations are not only losing their socio-economic development but also lives of their fellow citizens. It is a matter of fact that India is getting effected from this pandemic on a fast pace and it became second largest country in the world after United States of America.

Coronavirus Disease (COVID-19) is an infectious disease caused by the most recently discovered coronavirus. The name is corona because this is the newly discovery and it was not known earlier. Coronaviruses are a large family of viruses which may cause illness in animals or humans. In humans, coronaviruses cause respiratory infections such as the common cold as well as Severe Acute Respiratory Syndrome (SARS). The recently discovered virus is termed as Coronavirus and named as COVID-2019 by WHO as it was discovered in Wuhan, Hubei, China. Due to new virus, it is known as noble. More interesting fact is that the source of this virus could not be identified till now.   COVID-19 has been declared as a pandemic by WHO due to the alarming levels of spread and severity. Till date, there is no specific medicine to treat or prevent COVID-19. On March 11, 2020, the World

Health Organization declared the COVID-19 to be a global pandemic. In India, the first case was found on January 30, 2020 in Thissur, Kerala. More interesting fact is that the source of this virus could not be identified till now. It is shocking that Chinese Ophthalmologist Li Wenliang who had identified this corona virus on December 30, 2019, himself died from this disease after infection from this virus had died on 6.2.2020.

The severity of corona virus is very intensive which can be understood by the fact that the virus has spread in 213 countries and Territories around the world and there are 3621245 confirmed cases of the corona virus and a total of 64469 people have died due to this virus as on 31August 2020.

Regarding the symptoms of COVID-19, there are different symptoms in different people. Moreover, it affects different people in different ways.  Several people are infected and develop mild to modern illness and also recover even without hospitalization. However, the most common symptoms are: fever, dry cough and tiredness. Less common symptoms are: aches and pains, sore throat, diarrhea, conjunctivitis, headache, loss of taste and smell and a rash on skin or discoloration of fingers or toes. Serious symptoms are: difficulty in breathing or shortness of breath, chest pain or pressure and loss of speech or movement. People affected by COVID-19 with mild symptoms but otherwise are healthy can manage their treatment at home. On average, it takes 5-6 days from when someone is infected with the virus for symptoms to show, however it can take up to 14 days. The corona virus after entering the body starts infecting healthy cells. More important fact is that the numbers of cells increase in multiple numbers. This virus leaves oily protein on healthy cells and later on it breaks. Thus the healthy cells of the body start dying which effects lungs the most. This virus may be available on air or any surface. This virus entering from nose or mouth reaches in the mouth and places there. Thus the immune system of the person weakens from 2 to 14 days and the characteristics of disease also shown.

The older persons and also persons with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease and also cancer are more likely to develop serious illnesses due to COVID-19. The primary source of spread of this virus is droplets of saliva or discharge from the nose when an infected person sneezes. Therefore, it is safe to adopt respiratory etiquette by coughing into a flexed elbow. Protection from infection may be taken by washing hands or using an alcohol based rub frequently and not touching face.

**Objectives:**

1. To review health communication efforts for prevention of spread of COVID-19.
2. To identify sources of authentic information i.e. scientific organizations relevant for getting information during pandemic.

**Prevention from COVID-19:**

There is no specific treatment or vaccine is available for COVID-19. However, to prevent infection and also to slow transmission of COVID-19, the following practices may be helpful: wash your hands regularly with soap and water for 20 seconds multiple times or clean them with alcohol-based hand rub, maintain at least 1 meter distance between you and people coughing or sneezing, avoid touching your face, cover your mouth and nose when coughing or sneezing, stay home in case you feel unwell, refrain from smoking and other activities that weaken the lungs, practice physical distancing by avoiding unnecessary travel and staying away from large groups of people.

**Importance of Health Communication:**

In 1948, World Health Organization defined health as, "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". In 1986, WHO made further clarifications, "A resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities." This means that health is a resource to support an individual's function in wider society, rather than an end in itself. A healthful lifestyle provides the means to lead a full life with meaning and purpose. In 2009, researchers publishing in The Lancet defined health as the ability of a body to adapt to new threats and infirmities.

Health is an important subject and in the times of COVID-19, this importance has increased. Due to its increased importance, health communication to the public has a significant role to play. Health communication is the study and practice of communicating promotional health information such as in public health campaigns, health education and between doctor and patient. Health communication is defined as, "the study and use of communication strategies to inform and influence individual and community decisions that enhance health." According to the U.S. Department of Health& Human Services (2020), health communication is defined as "the study and use of communication strategies to inform and influence decisions and actions to improve health". Thus, it is an imperative need to implement health communication properly for getting better solutions to health related problems by the public.

Recognizing the importance of communication, 'communication' has been identified as one of the complementary approaches to be used in health promotion by the World Health Organization in 1984. Since then, the health promotion and health communication field have developed significantly (Rootman, 1996).

Keeping the data on increase of COVID cases, deaths and global spread of the disease, the Director General of the World Health Organization (WHO) announced this viral disease a pandemic on 11 March 2020. Moreover, this COVID-19 has caused a complementary

infodemic due to the situation of crisis. Infodemic also contains invalid information. However, reliable information is significant for designing and also implementing preventive measures against COVID-19. In the time of social media, invalid information spreads very fastly which needs to be regulated (Mheidly& Fares, 2020).

Despite best efforts by all the stakeholders, a sizeable amount of the population is not taking the pandemic seriously and also underestimating the infection rate. Therefore, there is need of good health communication efforts in order to lessen the spread of COVID-19.

**Efforts made in the field of health communication:**

**1. By World Health Organization:**

WHO recognizes that effective, integrated and coordinated communication is integral to carrying out WHO's goal to build a better, healthier future for people all over the world. The purpose of this Framework is to describe a strategic approach for effectively communicating WHO information, advice and guidance across a broad range of health issues: from chronic health issues to emerging and novel risks. Looking at the WHO's communications goal, although techniques, audiences and channels for WHO's communication products and activities differ, they all have the same goal: "to provide information, advice and guidance to decision-makers (key audiences) to prompt action that will protect the health of individuals, families, communities and nations." WHO focuses on communicating to and with key audiences as health decision-makers. They are the agents who use WHO communications products to make a range of health decisions and include individuals, health care providers, policy makers, communities, international organizations and stakeholders and WHO staff. Furthermore, WHO has formulated six principles for effective communication and they are accessible, actionable, credible and trusted, relevant, timely and understandable. For health threats of all kinds, it is important for WHO to provide the public and media with quick and easy access to up-to-date information by way of statements and notes for the media, situation-specific webpages, transcripts of press briefings, online questions and answers, fact files and fact sheets and maps of affected regions. WHO also organizes health campaigns in the form of global public health days. WHO campaigns provide opportunity to raise awareness and understanding about critical health issues, attention on a health issue of high importance from policy makers to families and communities. Moreover, WHO focuses particular attention on seven days and one week during the year that WHO member states have mandated as official global health observances. They are: World TB Day, 24 March; World Health Day, 7 April; World Immunization Week, last week of April, World Malaria Day, 25 April; World No Tobacco Day, 31 May; World Blood Donor Day, 14 June; World Hepatitis Day, 28 July and World AIDS Day, 1 December (WHO, 2017).

**2. By Government of India:**

**i.   Recognition of authentic organizations:** The information provided by any organization is not worth useful. Therefore, it is essential to identify scientific institutions communicating authentic information on COVID-19. These organizations are: WHO, ICMR, VigyanPrasar, DST, NRDC and NISCAIR.  Moreover, the prospective groups who are more likely to be affected by COVID-19 are women, children, older people and sick persons. There is need to focus on these groups for health communication purpose.

**ii. Department of Science& Technology (DST):**   Keeping the seriousness of COVID-19,Government of India through DST launche programme on health and risk communication 'Year of awareness on Science& Health(YASH)' with focus on COVID-19 on 2.5.2020. National Council for Science& Technology Communication (NCSTC) is the nodal agency to implement it. This is a complete science and health communication effort for the promotion of grass root level appreciation. Furthermore, response on health would also help saving and shaping the lives of people and also build confidence, inculcate scientific temper and promote health consciousness among them. The objective of the programme is to minimize the risks at all levels with the help of public communication and outreach activities promoting minimum science including personal sanitation and hygiene, physical distancing, maintaining desired collective behaviours and so on.

Due to the challenges posed by COVID-19, there is increased role of scientific awareness and health preparedness for combatting the pandemic. For this, there is need of translation and usage of authentic scientific information not only to convey the risks involved but also to facilitate the communities to overcome the situation. The YASH comprises development of science, health and risk communication software, publications, audio-visual, digital platforms, folk performances, trained communicators especially in regional languages to cater the need of various cross sections of the society in the country.

"In the absence of vaccines and cure for COVID-19, conveying the authentic best practices on cutting down on the transmission of virus and its management are of paramount significance. In order for a widespread grass-roots impact, our communication strategies have to be multidimensional, engaging, informative and delivered with speed and scale," said Professor Ashutosh Sharma, Secretary, DST on the occasion of launch of YASH.YASH envisioned special outcomes like improved risk understanding amongst target groups including working with local sensitivities, belief systems, traditions and indigenous knowledge in order to bring attitudinal change among the public. It will also clarify misperceptions, misbeliefs as well as provide authentic knowledge duly verified by scientists and researchers.Looking at the past activities, India got success in the eradication of polio, bringing down HIV infections, controlling TB, anti-tobacco and menstrual health….etc.

**iii. Measures taken by Ministry of Health& Family Welfare:** The Ministry of Health & Family Welfare released several advisories and notifications addressing to citizens, hospitals, state governments/departments/ministries and employees. COVID-19 testing laboratories opened and social distancing measures issued. The Indian Council of Medical Research provided free of cost diagnosis to all individual with COVID-19 symptoms. These included persons with close contacts of those who have tested positive for COVID-19 and then developed respiratory symptoms within 14 days of contacting infected person and persons with a travel history to COVID-19 affected countries who showed symptoms within 14 days of their return. Moreover, social distancing norms were notified to be followed by state governments. Major measures included closure of all educational establishments, gyms, museums, cultural and social centres, swimming pools and theatres, postponing of exams, employers to allow employees to work from home.

**iv.  AarogyaSetu App:** This app connects the people of India with health services provided by Department of health to COVID-10 patients. This is a digital application for contact tracing, syndrome mapping and self-assessment services. It is developed by National Informatics Services under Ministry of Electronics& Information Technology (MeitY). However, this app is an updated version of an earlier app called Corona Kavach. This app is available in 12 languages. There are four sections in the app:

a. Use Status intimating risk of getting COVID-19 for the user

b. Self-Assess identifying COVId-19 symptoms and their risk profile

c. COVID-19 updating local and national COVID-19 cases

d. E-pass integrating e-pass facilities

**v. Measures to curb Misinformation on COVID-19 on Social Media Platforms:** The role of media is very significant especially in pandemic times.It is equally important that right information should be shared in such times. Keeping importance of correct information during pandemic, the Ministry of Electronics and Information Technology (MeitY) issued an advisory on March 20, 2020 to all social media platforms to curb misinformation on COVID-19 on theirplatforms. The advisory urged the platforms to initiate awareness campaign for the users not to upload/circulate any false information that may create panic among the public, take immediate action to disable/remove such content on priority basis and also promote the dissemination of authentic information as far as possible.

During pandemic, it is essential to prevent rumors as rumors play very bad role and also make significant losses. There was one rumor that poultry products have vector for COVID-19. Therefore, several poultry farmers made their mature broilers dead because there was no demand. Moreover, the prices of broilers also decreased significantly. Resultantly, on one

hand there was a big loss to the poultry farmers and on the other hand the broilers were made dead which is also against the principle of right of natural life.

**3. Efforts made by Google:** Google has made doodle on number of times with the message of awareness on prevention of spread of COVID-19 and also thanking all corona virus helpers. These types of messages are very useful to spread awareness due to being online messages.

**4.Efforts made by print and electronic media:** Several efforts have been made by print and electronic media in various forms. Numerous news items, articles and editorials are published by the print media to sensitize the public. Data on COVID-19 on daily basis is also provided by the print media. Latest government initiatives are also shared by the print media. Moreover, various news items, discussions, efforts made by NGOs and individual persons are also shown in order to communicate the message pertaining to COVID-19.Latest government initiatives are also shared by the electronic media.

**Overview of Literature:**

Composite and unique challenges have been created by COVID-19 thereby compelling coordination and communication among manifold actors comprising not only politicians, local authorities, the media, public health experts but also scientists. Therefore, the task of scientists has become challenging by way of changing expertise into effective communication on global concerns. Thus, anxieties may be cut through this method (Sandrini& Katz, 2020).

There are several countries which are unable to address public health emergencies despite the fact that earlier pandemics and also reports on pandemic preparedness. For such effective pandemic response, there is one vital factor i.e. communication between governments, health professionals, scientists, the media and the public. During such periods of uncertainties, strategies like new curricula in systems medicine and effective communication are required in order to affect preventive behavior and also to train health-care professionals, researchers, teachers, media professionals and decision makers with active involvement in communicating with the general public (Wang, Cleary, Little &Auffray, 2020).

Lack of correct health information and misrepresentation of information create risks to the public during the pandemic of COVID-19. These risks not only create depression, stress, fear, uncertainty and also deaths but also effect decision making process. In order to address this issue, there is need of developing positive outlooks like reason, truth and evidence among the public (Sholts, 2020).

There are several communication flaws and failures in the dissemination of the relevant information to the public. The government reports, journalism, talk shows, public relations

news releases from industry and academic institutions have often failed to communicate the results of studies well and these failures have important consequences as well. Furthermore, dissemination of hurried, incomplete and biased misinformation causes too much harm to the public (Saitz, 2020).

There are so many social media platforms but twitter is continued to serve as a valuable medium to spread all the information pertaining to COVID-19. Through twitter, warnings, future directions, infectious disease models and research conducted in the field of COVID-19 may be shared in an effective manner.  All this information is of paramount importance and is useful for decision making process (Pollett& Rivers, 2020).

The existing crisis situation of COVID-19 is exceptional in nature. Such type of widespread pandemic has not occurred before so there is need of widespread and intensive actions from the political and healthcare communities. Moreover, there is need of interdisciplinary response from the research community. In addition, experts from the fields of communication, education and other social sciences need to take responsibility for health behavior change in order to respond in the critical situation of COVID-19. Therefore, effective health communication is a vigorous factor in fighting the COVID-19 pandemic (Finset, A. & et al. (2020).

There is imperative need for accurate information not only to fight against COVID-19 but also to fight misinformation caused due to this pandemic stress and fear. Therefore, it is the prime duty of the scientific community to provide clear and accurate information about COVID-19. Resultantly, this will provide a chance for public debate and also help in decision making process by the public (Scheufele& et al., 2020).

In the times of COVID-19, one more problem of infodemic has arisen with COVID-19. It is a matter of fact that infodemic includes both accurate and inaccurate content. There is no harm to the public from accurate information but inaccurate information has the potential to severely harm the public. For example, hundreds of Iranian citizens died in March 2020 after ingesting alcohol in a bid to treat COVID-19 following the misinformation being circulated on social media. Thus, there is the responsibility of health communicators to circulate accurate information to the public. Rumours may also be prevented for further spread. It is worth noting that WHO has launched an initiative called 'Myth busters', in order to address misconceptions and fake information. Therefore, it is the time to fight with false information also along with the COVID-19 (Ratzan& et al., 2020).

The global COVID-19 has provided a challenge for scientists, researchers and policy makers for communication context. The responsibility of providing solution to this pandemic lies on science but there is no one science or academic discipline to dominate policy action with respect to COVID-19. Science is a social activity. Therefore, researchers from various

disparate disciplines have important understandings to contribute. Expertise from different fields is required to mitigate and manage this pandemic. Thus, researchers from all the disciplines of sciences, social sciences and humanities need to contribute for policy action and health communication purpose (McKinnon, 2020).

After the formation of World Health Organization (WHO) in 1948, numerous films were made in order to present the aspirations of this new enterprise to the audiences around the globe. Among these films, 'The Eternal Fight' (United Nations (UN)/WHO, 1948), offered oratorical and verbal narrative of mankind's failed efforts to overcome disease through the ages. Furthermore, while social networks can furnish significant sources to peer to peer healthcare professionals, the information disseminated through these platforms can 'cultivate fear and hasten the spread of misinformation in the face of a public health threat'. In addition, WHO health education films such as 'The Eternal Fight (1948)' Mission Zika communicates instructions from a centralized authority conveying the expectations from viewers will obtain, integrate and accomplish the assigned behaviours (Ostherr, 2020).

To address the challenges of the COVID-19, there is need of unison efforts by the stakeholders comprising governments, communities and civil society organizations and most importantly citizens. Moreover, awareness and information dissemination are of vital importance in order to combat the pandemic. Furthermore, there is need to streamline the access to welfare schemes for disabled and elderly in order to eradicate mental agony, physical struggle and delays in getting financial assistance. Corruption is also an important area while attention is required. Priority may be accorded in primary healthcare and medical treatment for senior citizens and disabled persons. Separate geriatric departments and centres may be established in the medical colleges and district hospitals. In addition, print, electronic and social media may be sensitized for the special needs of the senior citizens and also disabled persons (Awasthi&et al., 2020).

The whole world is getting affected seriously and unpredictably by the pandemic of COVID-19. Therefore, this is the most appropriate time to respond this critical situation. Each and everyone got affected by this pandemic. Thus this is also the responsibility of everyone to remove it by way of making use of NPIs (Non Pharmaceutical Interventions). Furthermore, there is need to follow all the guidelines issued by the national authorities which are provided by various ways which are available 24X7(Bhatia, 2020).

There is a need to develop a robust and receptive health system. This type of system could be able to run in a justifiable manner. For this, there is a need of proper financing for health. The previous and current epidemics reveal that there is little investment in the preparedness which could also result in saving of millions of lives (Dikid, 2020).

The most neglected segment in India is primary healthcare which is revealed by the availability of hospital beds in the country. Looking at the data, it is found that there are 7 hospital beds per 10000 people in India while in China there are 42 hospital beds per 10000 people, in Vietnam there are 26 hospital beds per 10000 people and in Bangladesh there are 8 hospital beds per 10000 people. Regarding health index, top five states are: Kerala, Andhra Pradesh (undivided), Maharashtra, Gujarat and Punjab while bottom five states are: Uttarakhand, Madhya Pradesh, Odisha, Bihar and Uttar Pradesh (EPW, 2020).

The transmission of COVID-19 is occurring very fast and it has reached several places from Kerala to Kashmir. Keeping the severity of the transmission, there is need of establishment of war room by the Prime Minister to be run by the task force with best national experts in order to design and also implement immediate, medium and long tern strategies. This will also not only to help to diffuse authentic information on epidemics but also suppress fake news (John, 2020).

For the countries like India and United States of America, the numbers of cases are continuously increasing so it is critical to inhibit the disease from reaching community spread. Therefore, it is essential to initiate extensive testing for COVID-19 cases in the lines with South Korea in order to controlthe spread of virus (Kumar, 2020).

In the whole world, significant unpaid work was carried out by women and young girls. According to International Labour Organization, 76.2% unpaid care work is carried out by women at the international level. This work is more than the work carried out by men. It is noteworthy that there are about 50% of certified health workers are women in India. Due to COVID-19 and also extension of health services at home, women are not only overburdened but also have grander risk of infection. It is needless to mention that women are playing not only social roles as wives, mothers, daughters and sisters but also professional roles as nurses, paramedical staff and primary healthcare workers. Therefore, they are more prone than men to the viruses. The Ebola epidemic revealed that there was an adverse effect on pregnant women due to lack of scientific information, clinical guidelines and lack of pre and ante-natal acre resulting increase of maternal mortality rate to 75%. Therefore, there is need to include women and other vulnerable groups in extending COVID-19 healthcare facilities (Misra, 2020).

The coronavirus disease has made a significant impact on the world community and this is the most serious pandemic in the history. Prior to emergence of this virus, there have been occurred numerous outbreaks of infectious diseases like smallpox, polio, cholera, chickenpox, zika, ebola and sars. This was initially known as "2019 novel coronavirus". Later on, it was renamed as "Severe Acute Respiratory Syndrome Coronavirus 2(SARS-

CoV-2)" by the International Committee on Taxonomy of Viruses (ICTV) on 11.2.2020. The WHO has declared "COVID-19" on the name of the disease which is caused by it (Nath, 2020).

The disease of COVID-19 can be transmitted by so many material things including mobile phones. To address this issue, there is increased role of government agencies and also World Health Organization not only to generate public awareness but also to formulate Information Education Communication materials on mobile phones hygiene especially healthcare settings (Panigrahi, 2020).

There have been developed several diseases in the era of industrial revolution. But all these diseases have been effectively controlled by good public health measures like adequate ventilation, hand hygiene practices, better drinking water supply and also better standard of living. Moreover, due to development of antibiotics, a good control on these diseases has been found so people forgot these public health measures (Pardeshi, 2020).

In order to break the chain of transmission and hostile testing, there is a strong need of widespread approach. Moreover, there is need of early diagnosis and isolation along with proper treatment. These are the effective measures in order to prevent this spread of COVID-19 in future (Varghese, 2020).

There are 7 viruses in the family of viruses and corona virus is the 7th one while other 6 viruses are: SARS, MERS, 229 E, NL 63, OC 43, HK 01. The previous 2 viruses: SARS and MERS are serious viruses and can kill human beings. However, last four viruses: 229 E, NL 63, OC 43, HK 01 are less threatening. Under the microscopic observation of COVID-19 virus provides an appearance of crown so it was named coronavirus, derived from Latin; corona meaning "crown". However, scientists have given a new name to COVID-19 i.e. Severe Acute Respiratory Syndrome Coronavirus 2 or in short SARS-Cov-2. The illness which is caused by COVID-19 is coronavirus disease 2019. It is also worth noting that coronavirus infects humans while other viruses of the family prefer to infect cows, pigs, bats and other animals (Venkateswaran, 2020).

**Communication of Efforts Made by Government of India for Prevention from COVID-19:**
**1. Lock Down:** To combat the rapid spread of COVID-19, the central government instituted a 21 days lockdown starting from March 25, 2020. This lockdown was further extended till May 3, 2020 and then till May 18, 2020 with certain relaxations. During lockdown, travel and movement were prohibited. Educational institutions were closed. Hospitality services and recreational activities were suspended. Moreover, religious gatherings were also prohibited.

Domestic and international travel was banned. Specific guidelines for COVID-19 in workplaces and public spheres were issued which are still applicable. These are: compulsory wearing of face cover, maintain social distancing, limit on marriage gatherings up to 50 guests and in funerals up to 20 persons and permission of limited staff in the offices and working from home as far as possible.

**2. Observation of Janta Curfew and Lighting the Candles:** India conducted some unique efforts to prevent COVID-19. On the call of Prime Minister NarendraModi, firstly, March 22, 2020 was observed as Janata Curfew with the greatest sincerity and unity. In the evening at 5:00 P.M., all the countrymen collectively clapped, beat thali, tali and play conch-shell to thank doctors, nurses, policemen, guards and others like delivery boys…etc. The objective of Janta Curfew was to stay home to stay safe. This effort was also observed in order to show united of all the countrymen.

Secondly, on April 5, 2020, it was observed to light a candle or a diya or even use the flashlight on one's mobile to mark the country's fight against the COVID-19 pandemic. The objective of this activity is to defeat the darkness of despair and light our lives with hope. Moreover, on his request that "Corona means ko=koi, ro=road, na=nanikle" thus resulting Koi Road Par Na Nikle. In addition, he advised that there are same norms in India for everyone and are equally applied from Gram Pradhan to Prime Minister of the country. Thus, the norm of social distancing was fully observed by the fellow citizens in response to his advice.

**3. Preparation of Vaccine:** The preparation of vaccine in India is also under process. In this regard, three agencies are making their best efforts to develop the vaccine at the earliest. But, it is a matter of fact that there is neither any medicine nor vaccine for COVID-19 presently.

**4. PradhanMantriGaribKalyanYojana for the Poor:** This scheme was announced on March 26, 2020 with a relief package of Rs. 1.7 lakh crores rupees. In insurance scheme, health care providers and community health workers are covered comprising doctors, nurses, paramedical staff and ASHA workers fighting COVID-2019. This accident insurance scheme covers: loss of life due to COVID-19 and accidental death on account of COVID-19 related duty. This scheme covers all health workers working in government health centres, wellness centres and hospitals of the centre and the states. There is no age limit for this scheme. In this scheme, Rs. 50 lakhs will be paid to the claimant of the insured person. For taking benefit in this scheme, laboratory report certifying positive medical tests is required for loss of life on account of COVID-19. However,it is not required in the case of accidental loss of life on account of COVID-19 related duty. Moreover, this benefit will be provided to the claimant in addition to any other policy benefits. This scheme was initially announced for 90 days which was further extended till 30.9.2020.

In addition to the insurance scheme, the central government extended relief package to the poor dealing with COVID-19. So, they are getting 5 Kg. wheat or rice and 1 Kg. pulses for poor persons. This is above current entitlement under the National Food Security Act. This scheme was initially announced in March 2020 for three months which was further extended till November 30, 2020. A lump sum amount of Rs. 1000 was also provided to poor senior citizens, widows and disabled persons.

The central government also provided Rs. 500 per month to 20 crore women enrolled in the Jan DhanYojana scheme. Moreover, free cooking gas for three months was provided to 8.3 crorePradhanMantriUjjawala Scheme beneficiaries.

**5. Other Measures:** The central government has sanctioned Rs. 15000 crore towards the COVID-19 emergency response and health system preparedness package to utilize Rs. 7774 crore for immediate COVID-19 response and remaining funds for medium term support in the next four years. This fund will be utilized for developing diagnostics and COVID-19 dedicated treatment facilities, procuring essential medical equipment's and drugs, strengthening central and state health systems to prevent and prepare for future disease outbreaks.

A special economic package of Rs. 20 lakh crore was announced under AatmaNirbhar Bharat Abhiyan Package. The aim of the package is to prepare the country for the tough competition in the global market and also to empower the poor, laborers and migrants who were adversely affected by the pandemic. The objective is to maximize the use of local resources and to discard products of foreign countries. The wages under the mahatma Gandhi National Rural Employment Guarantee Scheme were also increased from Rs. 182 to Rs. 202 per day.

**6. Testing of COVID-19 Cases:** According to Indian Council of Medical Research, there are a total operational (initiated independent testing) laboratories as on 19.9.2020 are government laboratories are 1061 while private laboratories are 712 thus comprising a total of 1773 laboratories in India. These laboratories in consultation with Indian Council of Medical Research are engaged in extensive testing, case identification, isolation, treatment of cases, meticulous contact tracing, home quarantine of contacts and localized restrictions on movement in some cases.

Regarding the level of transmission of COVID-19, it is in community transmission stage in United States of America and Brazil while in India is cluster of cases. It is noteworthy that the cluster of cases stage is better than community transmission stage, which is the highest stage. Furthermore, WHO has described four levels of COVID-19 transmission. These are

countries or local areas with: 1. No cases reported, 2. Sporadic cases, 3. Cluster of cases (grouped in place and time), and 4. Community transmission.

**Table 1: Definition of the categories for transmission pattern:**

| Category number | Category name | Definition |
|---|---|---|
| 1 | No cases | Countries/territories/areas with no cases |
| 2 | Sporadic cases | Countries/territories/areas with one or more cases, imported or locally detected |
| 3 | Cluster of cases | Countries/territories/areas experiencing cases, clustered in time, geographic and/or by common exposures |
| 4 | Community transmission | Countries/areas/territories experiencing larger outbreaks of local transmission defined through an assessment of factors including, but not limited to:<br>-Large number of cases not linkable to transmission chains<br>-Large number of cases from sentinel lab surveillance<br>-Multiple unrelated clusters in several areas of the country/territory/area |

Source: WHO, 2020

**Table 2: Data on COVID Cases in India**

| Sl. No. | Date | Confirmed Cases | Cured/Discharged | Death |
|---|---|---|---|---|
| 1. | 31.3.2020 | 1397 | 124 | 35 |
| 2. | 30.4.2020 | 33610 | 8373 | 1075 |
| 3. | 31.5.2020 | 190535 | 91819 | 5394 |
| 4. | 30.6.2020 | 566840 | 334822 | 16893 |
| 5. | 31.7.2020 | 1638870 | 1057805 | 35747 |
| 6. | 31.8.2020 | 3621245 | 2774801 | 64469 |

Source: Monthly Policy Reviews, March-August 2020, PRS Legislative Research (www.prsindia.org)

It is also pertinent to mention that the data has been taken at the end of every month. The above data reveals status of confirmed cases as the confirmed cases have increased 24.06 times from March to April, 5.67 times from April to May, 2.97 times from May to June, 2.89 times from June to July and 2.21 times from July to August. It is noteworthy that the ratio of increasing confirmed cases is continuously decreasing.

Looking at the status of cured/discharged cases, the cured/discharged cases have increased 67.52 times from March to April, 10.97 times from April to May, 3.65 times from May to June, 3.16 times from June to July and 2.62 times from July to August.

Looking at the status of deaths, the deaths have increased 30.71times from March to April, 5.02 times from April to May, 3.13 times from May to June, 2.12 times from June to July and 1.80 times from July to August.

Thus, it is revealed that the status in towards improvement as number of confirmed cases in August 2020 has decreased in comparison to previous months and number of deaths in August 2020 has also reduced in comparison to previous months. Thus India is progressing towards addressing this issue.

**Conclusion:**

'Prevention is better than cure', a famous proverb is best suited to the situation of pandemic COVID-19. Since there is no proper treatment of COVID-19 so 'prevention is the only cure'. Furthermore, immunity plays a significant role in facing the COVID-19 so there is a need to disseminate information on health communication to increase immunity to the public by making use of indigenous and traditional knowledge. The natural dependence system (immunity) may be increased by way of taking balanced and nutritious diet, taking exercises and yoga and also not consuming wine, drugs and smoke.

The situation of India is alarming due to being second most affected country from the COVID-19 in the world. More importantly, there is no medicine/vaccine so there is need to focus on IEC (Information, Education and Communication) model to prevent spread of COVID-19.

A health communication manual may be developed containing information on symptoms of COVID-19, preventive measures from COVID-19, modalities when infected and post COVID-19 precautions by science and social science community.

The fake and misinformation are very harmful so there is an urgent need to curb such information. So, there is need to filter the information before dissemination. It has been observed that fake news and misinformation have been circulated on social media platforms. Therefore, measures in the form of advisory issued by the Ministry of Electronics and

Information Technology (MeitY) on March 20, 2020to curb misinformation on COVID-19 on social media platforms may be implemented strictly.

The year of awareness on science and health introduced by Government of India have a good hope to make the citizens of the country aware. The concept of making awareness needs interdisciplinary approach so there is need to make efforts by science and social science community of the universities in unison. The information provided by scientific institutions communicating authentic information on COVID-19, comprising WHO, ICMR, VigyanPrasar, DST and NISCAIR need to be believed.

According to media reports, a total of 125 suicide deaths occurred due to fear of infection, losing of jobs, loss in business, inability for social interaction and loneliness, lack of freedom of movement and inability to go home during lockdown. This is a reflection of the inability of the country to manage mental health of the people in lockdown phases and also post lockdown phases. There was one fake news that applicants appearing in the Union Public Service Commission Preliminary examination this year will have to get tested for COVID-19. Furthermore, there is need to quash fake news in order to communicate scientific information in the society. Thus there is need to develop a mechanism to address stress management.

The concerted efforts made for prevention of COVID-19 could not prevent infection of COVID-19. So, it reveals that the efforts made till now are not sufficient to address the global pandemic. Therefore, suggestions are provided for implementation in order to address the gravity of the pandemic.

**Suggestions:**
1. The concept of social distancing is not so popular in rural areas so there is need to popularize it by making use of electronic and print media.
2. The struggle against COVID-19 is multi sectorial, multi ministerial, multinational and extraordinary in nature. Thus, COVID-19 will most likely remain a long tern threat to the whole humanity. Thus, there is need to work unison by all the stakeholders. It should be developed to bring in our habits that we may live safely with corona. Consequently, there is need to propagate this message in the society in order to make mind by the public towards long time facing this pandemic.
3. Public Health Services are the lifeline of societies so there is an urgent need to upgrade these services and meanwhile all the services provided may be communicated to the public regularly.
4. There is need of better coordination between districts, states and central government for addressing the challenge of global COVID-19 pandemic and all the efforts may be informed to the public.

5. An online infodemic and grievance portal may be developed at the central level in order to address the issue on a timely manner.

6. Public information campaigns may be organized by district public information officers and local non-government organizations in the regional languages.

7. There is one common feeling among the people that I shall not be affected, which is a dangerous thing. So, it may be changed because it is the need of the time.

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# MEDIA LITERACY AMID COVID-19: ANALYSIS OF FACEBOOK AND TWITTER POSTS DURING LOCKDOWN PERIODS IN INDIA

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## Abstract

Recent cases of misinformation and fake claims spread on social media during the crisis of COVID-19 resulted in use of term 'Infodemics' while addressing the kind of role social media users across the world played in health communication. Thus, it becomes pertinent to introspect the pattern in which information is accessed, evaluated and shared on these platforms, especially during a public health crisis. The current study tried to analyse the level of media literacy of 100 Facebook users and 102 Twitter users in India by evaluating and comparing their posts during two lockdown periods with reference to credibility of information and sources, myths about COVID-19 and the manner of presenting their point.  It was found that while both of these social media platforms provide a scope for diverse opinion and information, Facebook, more than Twitter contains the risk of propagating conflict-oriented manipulated information from unverified sources that is sufficient to create hinderance in the communication policy of health makers.

***Keywords:*** *Media Literacy, COVID-19, Infodemics, Social Media, Information*

## Introduction

In the last month of 2019 and early few months (January-June) of 2020, information and news reports about the coronavirus disease (COVID-19) were rapidly published and shared on various media platforms. The World Health Organisation describes COVID-19 as an infectious disease caused by the SARS-CoV-2 virus. While there were conflicting statements about the origin and transmission of virus, its effects and treatment was a new area of research for this leading organization as well. After few initial months of spread of virus around the world, UN Secreatry General António Guterres used the word 'infodemic' while addressing the manner in which news and information about COVID-19 disease got circulated, shared and consumed on social media platforms across the countries. Merriam Webster dictionary describes this term in the category of 'words we are watching' as "*a blend of "information" and "epidemic" that typically refers to a rapid and far-reaching spread of both accurate and inaccurate information about something, such as a disease. As facts, rumors, and fears mix and disperse, it becomes difficult to learn essential information about an issue. Infodemic was coined in 2003, and has seen renewed usage in the time of COVID-19.*"

The risk of misinformation surrounding the pandemic has motivated the World Health Organization (WHO) to launch a "Myth buster" page WHO (2020 (accessed March 20, 2020), however, these counter measures face challenges with the fast-paced evolution and spread of news on social media. As a result, it is extremely important to identify and potentially curb the spread of misinformation as close as possible to its point of origin. The ongoing Corona virus Disease (COVID-19) pandemic highlights the interconnectedness of our present-day globalized world. With social distancing policies in place, virtual communication has become an important source of information as well as misinformation. In their study titled 'The Impact of Social Media on Panic During the COVID-19 Pandemic in Iraqi Kurdistan: online Questionnaire Study', Araz Ramazan Ahmad and Hersh Rasool Murad (2020) tried to investigate how social media affects self-reporting of mental health and panic during COVID-19 in Kurdistan area of Iraq. An online questionnaire was administered to the sampled 516 social media users. The self-reported social media issues were significantly positively correlated to the panic during COVID-19. It was found that Facebook was the most used social media network for spreading panic and a majority of young respondents between 18-35 years felt anxiety. Thus, it was concluded that social media has a negative effect on mental health of social media users. Cynthia Chew and Gunther Eyesenbach (2009) conducted a study about Twitter as a tool of communication during pandemics. The study titled 'Pandemics in the Age of Twitter: Content Analysis of Tweets during the 2009 H1N1 Outbreak', the authors did a content analysis of Twitter posts related to H1N1 between 1st May-31st December (8 months) 2009. More than 2 million tweets were were considered with keywords of 'H1N1' or 'Swine Flu' and a random sample of 5,395 tweets was selected for study.

In her article published on The London School of Economics and Political Science online research platform, Sonia Livingstone (2004) defines media literacy *as "the ability to access, analyse, evaluate and create messages across a variety of contexts".*She gives a four-component model that applies to every kind of medium , from print to online. The components include Access, Analysis, Evaluation and Content Creation. Media Literacy Leadership Institute defines media literacy *as 'the ability to access, analyze, evaluate and create media in a variety of forms.'* It is seen as 21st century approach to education and gives a framework to access, analyse, evaluate and create messages in a variety of forms. This phenomenon includes a variety of elements:

**a. Digital Literacy**: It requires the ability to make informed decisions about what we do and encounter online, to recognize how networked technology affects our behaviour and perceptions, create and communicate effectively with digital media tools.

**b. Information Literacy**: It comes handy for survival in the Information Age. It related to knowing how to find, evaluate, and use information effectively to solve a particular problem or make a decision.

**c. News Literacy**: It helps to differentiate verified information from spin, opinion and propaganda, and produce news accurately, fairly and responsibly.

**d. Visual Literacy**: Images are powerful and a primary source of our information. With new technologies, almost anyone can create and share visual media. Visual literacy is the ability to find, interpret, evaluate, use, and create images and visual media effectively, like photographs, videos, illustrations, drawings, maps, diagrams, and advertisements.

**e. Digital Citizenship:** Powerful new technologies connect people to the world in new ways that can be both positive and negative. It refers to the norms of safe and responsible use of technology.

**Social media communication**

The research draws upon the theory of social media communication. Discussing the element of sociality of medium, Christian Fuchs sees it as a model of human social activity. "In order to co-operate, you need to communicate and in order to communicate, you need to cognize….it is knowledge processing of a single individual." (pp.44) He further discusses the social nature of knowledge processing in the sense that the existence and social relationships of humans in society shape human knowledge. Thus, the information technology networks provide information to human beings which "enters into human realms of knowledge as social facts that shape thinking." (Horfkirchner,2013). This leads to the model of social media communication that discusses characteristics of social media in modern times. An example of Facebook shows that creation of a multimedia content like video by an individual (cognition) is shared with other users who can comment (communication) and allows them to make changes to the content which leads to emergence of a new content with multiple authorship (co-operation). He further mentions 'integrated roles' as one of the important features of social media nowadays. Social media sites like Facebook and Twitter are based on creating personal profiles which can be seen as an amalgam of different roles that a human being plays in the society- of an employee, a daughter, a community member, an activist, a friend, a citizen, politician etc. Thus, these different social roles and activities tend to converge on social media. This, in his words, means that *"there are myriad possible purposes that any single platform can serve."* (pp.51)

**Current study**

The current research attempted to get an idea of the level of media literacy of users of two social media networks- Facebook and Twitter with reference to their behaviour of accessing information related to COVID-19 during the period of two lockdowns in India. It iakes the posts of social media by different users as a reflection of their skills of accessing, evaluating, using and sharing different forms of content. Therefore, an analysis of the content of various posts was undertaken with reference to the concept of information literacy, news literacy and visual literacy. Such kind of analysis provides various insights about the patterns and direction in which social media users act in the times of a major health crisis and its possible impact on effective health communication in a developing country like India. It may also give a picture of the nature of Facebook and Twitter as a tool of communication.

**1.6 Objectives of the study**

The researcher tries to conduct the study with the following objectives:

a. To understand the direction of news literacy on Twitter and Facebook.

b. To analyse the level of credibility of information shared on Facebook and Twitter including multimedia content.

c. To compare the media literacy level of Facebook users which has been accused of propagating biased information than thoseon Twitter

**Methodology**

In accordance with the objectives set for the study, pragmatic research approach was adopted wherein both stages of data collection as well as data analysis was carried out ina quantitativeas well as qualitative manner. Content analysis method was chosen to analyse the posts of social media users through the research tool of a coding sheet. The parameters for analysis were credibility of source and information, presence of myth(s) in the content as well as verification of content on the part of user. Since the study is in reference to COVID-19, the time period of two lockdowns in India – 24th March 2020 to 1st May 2020 and April 2021 to June 2021 because it was the peak time of two waves of COVID-19. The variables for analysis include the types of user, attribution and type of source of information, presence of any incorrect fact and myth, intent of the post, type of multi media content and its attribution. Facebook and Twitter posts were identified through search by using keywords followed by selection of 100 Facebook and 102 Twitter posts in the sample through simple random sampling method.

**Data Analysis**

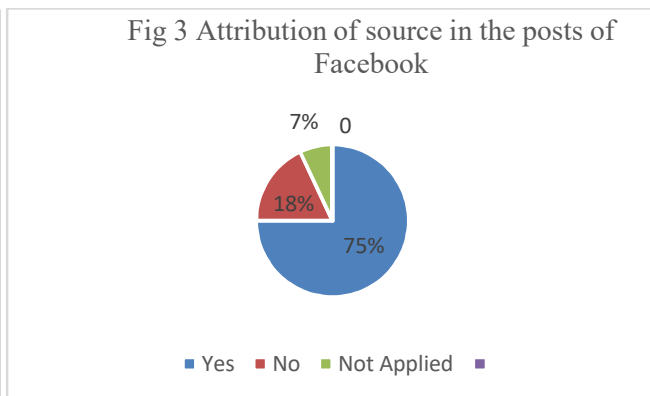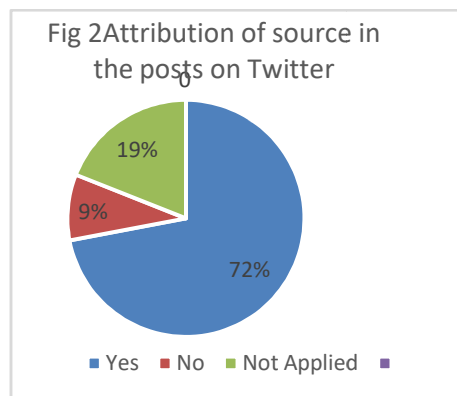The analysis of collected data reflected the following trends:

## Type of user



Fig 1 Type of user in Twitter and Facebook
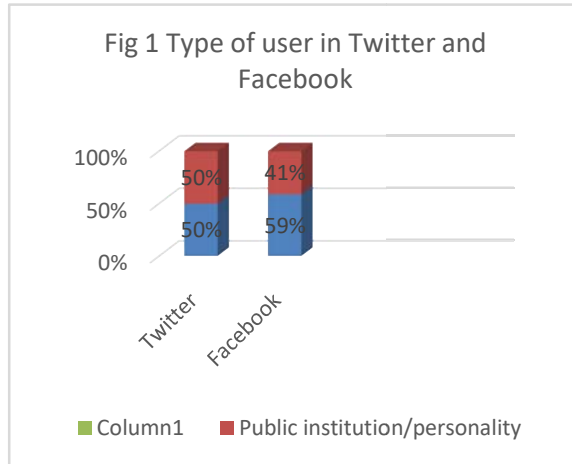
It can be seen in figure1 that out of 102 sample posts taken in Twitter, 50% were common users, i.e. common people who do not belong to any public institution or hold any status of being a public personality like leaders of political party or influence group or celebrity. The remaining 50% Tweets in the sample belonged to public institutions. This distribution is almost similar in the case of Facebook as seen in the chart. While 59% of total 100 sample posts belonged to common users, 41% were the ones written or shared by users of public institutions or personalities.

### Attribution to sources

It was found that 72% of Twitter users mentioned the source of the information in their textual post. A similar number (75%) of Facebook users were found attributing their posts to source of information.  There were 19% and 7% posts of Twitter and



Fig 2 Attribution of source in the posts on Twitter



Fig 3 Attribution of source in the posts of Facebook

 Facebook respectively which were about some personal experience or response over a general topic and did not require mentioning any source. As visible in Figure 2 and Figure 3, number of users not attributing their post is twice in Facebook (18%) than Twitter (9%).

**Types of sources of posts** Figure 4 displayed the types of sources that were mentioned by the users while writing the textual part of the posts on Twitter. It shows that 46% of the posts mentioned the mainstream media organizations as source of their information While religious leaders did find a mention as source in 0.10% posts, not a single post quoted the World Health Organization of United Nations- the leading body for generating, publishing and



Fig 4 Types of sources used attributed in the posts of Twitter

Fig 5 Types of sources used attributed in the posts of Facebook
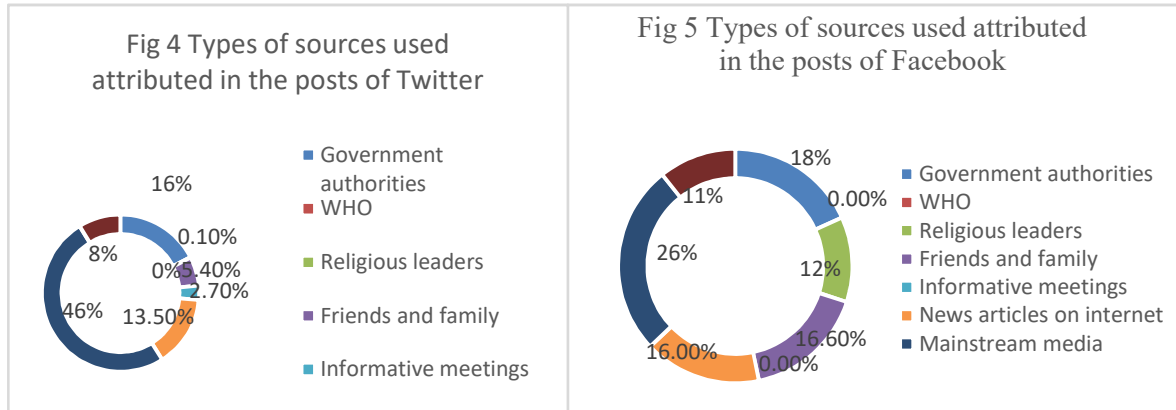
verifying different aspects of infection caused by Corona virus. The next major source of information for the users were government authorities (24.30%). It was followed by 13.5% sources fromonline media platforms. These include those media organizations as well having their presence on online medium only. 5.40% sources of information were from the family and friends of users followed by 2.70% posts having their source of information from informative meetings. The category of 'other' sources includes self-shot videos and photos by the users . These comprised of 8% of all the sources.

The distribution of data in Figure 5 reveals that 26% of the sample posts on Facebook have mainstream media organizations as their source of information. It is followed by informative meetings (18%) and news articles accessed on internet (16%). A considerable percentage (16.60%) of Facebook users got their information of posts from their circle of family and friends. It is three times more than the number in Twitter (5.40%). Further, an inclination of the Facebook users towards religious leaders (12%) as their source of information is visible from the figure.

**Presence of any wrong information in the posts**
Figure 6 reflects the data about presence of wrong information in the sample posts on Twitter as well as Facebook. While only 6% posts on Twitter contain incorrect information, the data for Facebook is five times more on this aspect. That is, 30% (almost one-third) of the posts on Facebook has an element of wrong information. Figure 5.12 indicates that out of 102 Twitter posts, 3% had some misinformation in them while this data is 15% in the case of Facebook. Thus, it contains more scope of spreading half-truth, wrong and fake information which later become fake news.

Fig 6 Presence of any wrong information in the posts of Twitter and Facebook
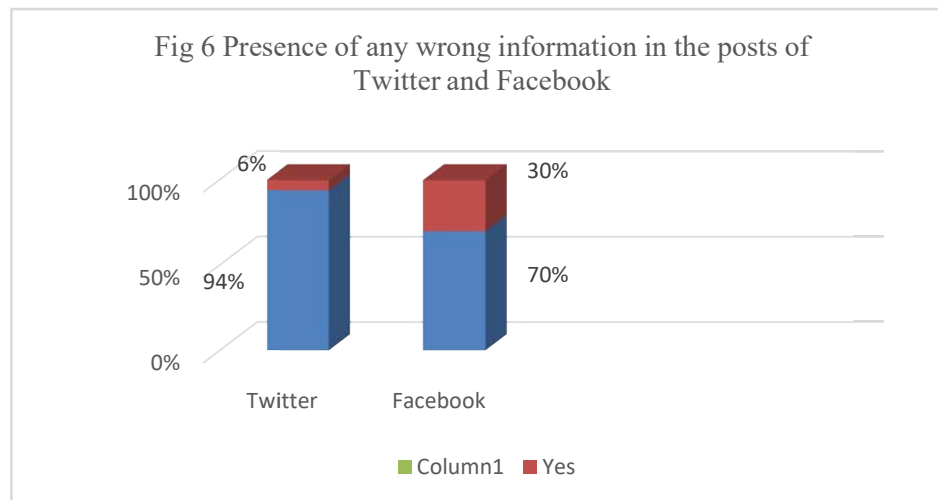


**Presence of myths in the posts** To check the facts of social media posts on both the platforms, the researchers studied the presence of any false belief or notion about COVID-19 as posted by the users in the light of guidelines issued by health agencies like World Health Organization and government health departments. The analysis revealed presence of such information in the post which is not real and got generated by the perceptions or application of half knowledge about COVID – its symptoms, treatment, conducive conditions, vaccination along with government and public attitude towards pandemic crisis .

Fig 7 Presence of any myth in the Twitter and Facebook posts
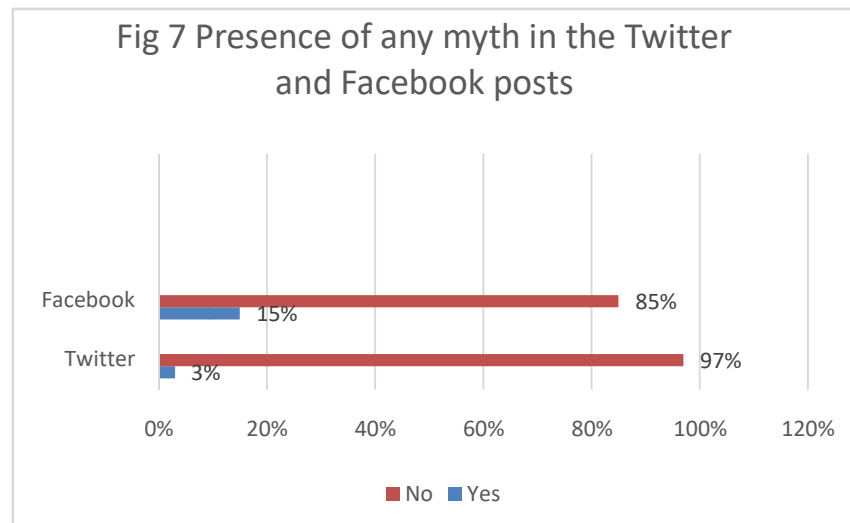


Such statements fall under the category of myths. As evident from figure 7, 3% out of 102 Tweets contained myths about aspects of pandemic while it exists five times more in the posts being written and shared on Facebook (15%). Further, it was found that not more than one such myth was present in a post. An analysis of such posts that were found against the facts present in news stories about Supreme Court's decisions and guidelines issued by health organizations like AIIMS(newspaper ads ) and Sacred Heart Foundation (official YouTube

videos) revealed the mythsthat Migration results in spread of COVID, Staying alone will prevent COVID, Herbal water cures COVID, Homeopathy restores oxygen level, Animals don't cause covid, Tablighi congregation was called even after announcement of lockdown, Covid is over, so no need of masks now and many others.

**Nature of posts**



Fig 8 Nature of posts on Twitter and Facebook
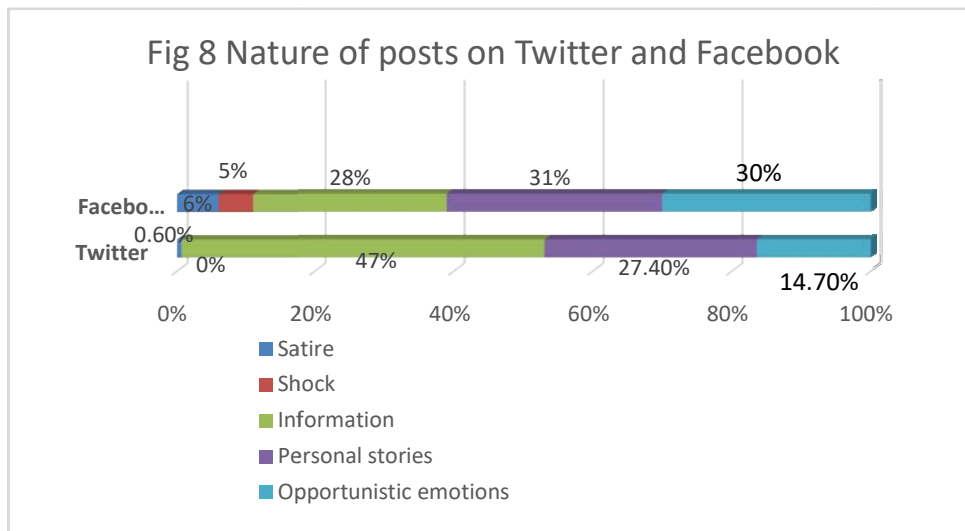
The bar graph as shown in figure 8 displays the information about the nature of posts on Twitter and Facebook with reference to their way of presentation. It can be seen that Twitter posts (47%) are more information-oriented than Facebook (28%). While personal stories of users can be found in almost same proportion on both the platforms (31% and 27.4% respectively), Facebook posts contain twice as many opportunistic emotions as Twitter. This is visible in light blue colour with Facebook containing 30% posts wherein the deliberate purpose behind posting or sharing information is to persuade or instigate or get appreciation or promotion of one's own benefit a compared to 14.7% in Twitter.   While Facebook (5%) has a greater number of posts with emotions of being shocked, no single post in Twitter deals with it. Satire exists in 6% posts on Facebook as opposed to 0.60% in Twitter.

**Use of multimedia content**

The multimedia content shared by users on Facebook and Twitter was also analysed to analyse their visual literacy. As evident from the figure 9, 80.3% Twitter posts uploaded multimedia content along with the post and 19.7% posts contained only textual content. The multimedia was further categorized into audio, video, still photograph and graphic presentation.

Fig 9 Presence of multimedia content in the posts on Twitter
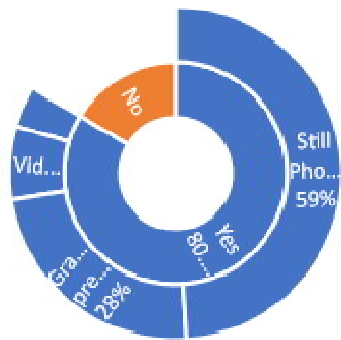


Fig 10 Presence of multimedia content in the posts on Facebook
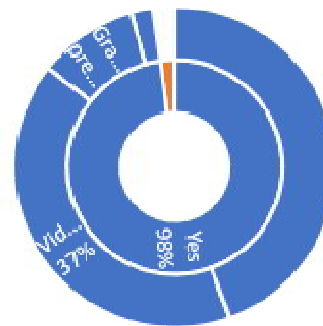


Out of this 80.3%, more than half (59%) posts contained still photograph followed by 28% posts with graphic presentation. While 9% posts shared video content, only 5% posts had audio content in them. Thus 87% of the posts on Twitter had either a still image of a graphic presentation.Figure 10 reveals that out of all the posts on Facebook, 98% have one or the other multimedia content.  This includes the posted as well as shared content. The pie chart shows that 40% had had still photograph as multimedia content.  It is followed by 37% video content which is more than four times that on Twitter. While the audio content is 2%, a considerable proportion of the posts contain video content (37%).That is, more than one third posts have videocontent. 19% Facebook posts contain graphic presentation which includes the use of line drawings, cartoons, sketch, illustrations, posters, pamphlet, slide show, presentation etc. made either by hand or by software.

**Sources of multimedia content**



Fig 11 Attribution to source of multimedia content in Facebook and Twitter

Figure 11 explains that a good majority of users shared the multimedia content with attribution to its source of generation. While this number is 80% in Twitter, Facebook performed a little better with 85% os its users following this practice.It can be seen in the graph of Figure 12 that multimedia content originatingfrom government authorities (including health departments) are less likely to be shared by the users of Twitter (4.8%) and Facebook (7%). While Twit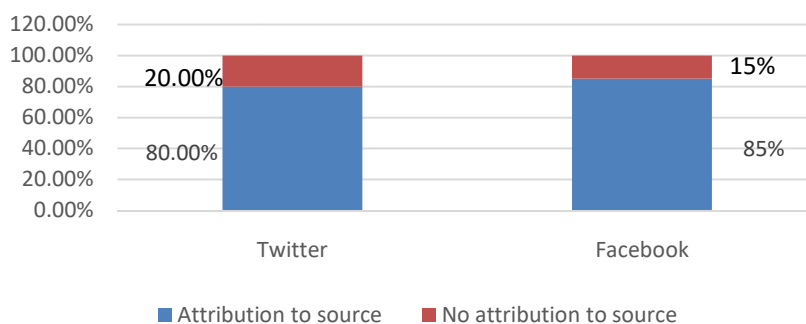terati seems to be sharing most of the multimedia content coming from mainstream media organizations (58.5%), Facebook has considerable number of multimedia content originatingfrom the users themselves (40%).This includes self-shot videos and images. The content being sourced from the other people in general public are more likely to be shared by Facebook (23%) than Twitter (8.5%). The source in this content is usually not mentioned.



Fig 12 Types of sources used in multimedia content on Facebook and Twitter
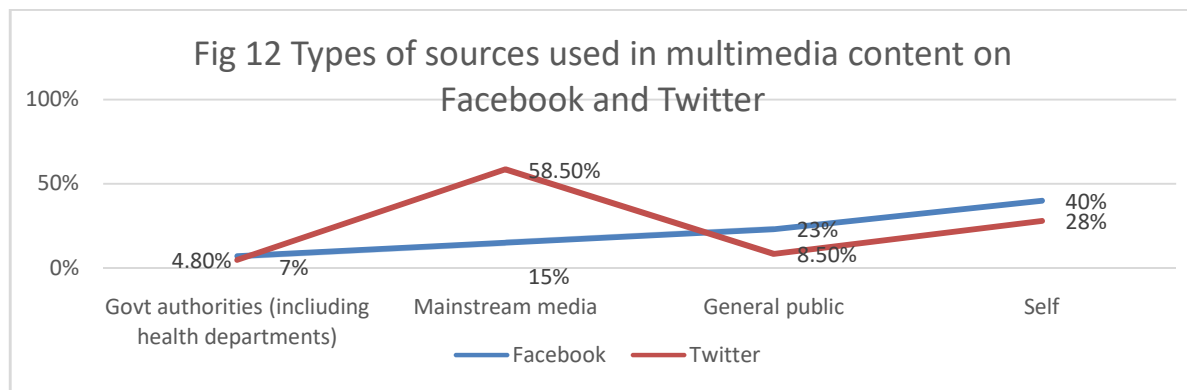
**Findings of the study**

Attribution to sources in the posts is low to some extent on social media platform. But it is relatively lower in Facebook than Twitter. This applies to all the users be it common people or public institutions/personalities. This indicates less awareness on the part of users about the reason and importance of quoting a source while putting or discussing some information on their posts on social media.

Online news platforms are emerging as source of considerable number of posts on both Twitter as well as Facebook. Though it includes some platforms that are websites of mainstream media organisations, a good number of those platforms are also accessed which have their presence online only.

The attitude of Twitterati seems to be less inclined towards posting information coming from religious leaders and own circle of family and friends. But this is not the case of Facebook where a considerable number of posts are influenced by personal opinion as well as views of religious leaders on matters of health and its management. Thus, the sources of information

used in Twitter posts make them close to being more official, informed and trustworthy and those used in Facebook are more towards personal opinion that may contain biases, emotions, prejudices or liking/disliking for something.

Despite many posts and discussions on health aspects related to new strains of COVID, verified vaccination, symptoms and timeline of treatment by users of these platforms, not a single user quoted or mentioned the World Health Organization – the leading authority which researches, verifies, publishes and guides the whole world about COVID and its upcoming variants. This brings the skills of users for attributing an authentic source in question. It applies to the public personalities/institutions and celebrities as well.

There is a large probability that the users of these social media platforms either do not have idea about the importance of writing correct and verified things publicly or they are casual about this thing and do not bother to either check or quote the information which they are sharing. This can have multiple long-term effects on the thinking and behaviour of their readers and followers on social media.

There is a tendency of Facebook users to post or share anything even if it contains wrong information. Such posts contain half-truths, fake claims about COVID and government's policy related to it. This lowers down the value of such posts that result in further spreading of fake news.Thus, Facebook users seem to be unable to find, evaluate and use information properly, thereby falling on the lower side of information literacy than Twitter.

Since Facebook posts had thrice the number of myths than Twitter, it indicates a clear lack of ability of Facebook users to differentiate between fact and opinion than those on Twitter. The finding that such claims were shared from the accounts of media institutions/personnel as well raises alarm about the dangers of misuse of space on free-to-use fast-speed social media platforms. Thus, Facebook seems to be on the lower side of news literacy than Twitter.

The purpose of posts on Twitter is more information- based and it is lesser inclined towards expression of opportunistic emotions by users than Facebook. This makes it more trusted and objective tool of communication than Facebook

Social media platforms offer a variety of multimedia options for users to express themselves in the best of their manner. While Twitter posts seem to be dominated by still images and graphic presentations, Facebook is getting ruled by videos along with still images. An increased trend of posting and sharing self-shot videos and images is visible across both the platforms. But the users are less inclined towards quoting 'self' as source, neither inside the multimedia content nor in the text. Further, similar audio-video and images being generated by others in general public are shared by a considerable number of users. Such content usually does not have any source marked on them nor the users quote it while sharing. Such a

practice points out to the low level of visual literacy of the users. This tendency is more evident in Facebook than Twitter, thereby placing it at lower position that the latter.

Though the government authorities (including health departments) have their accounts on Facebook and Twitter, but the multimedia content generated by them does not get very much shared by the users on both the platforms. A possible reason might be the low trust of people in them.

Mainstream media organizations (including their social media accounts and platforms) are quite popular for their audio-visual content among the users of Twitter. This position seems to have been taken by self -generated content on Facebook. Since the content from media is considered more authentic and objective, sharing it to convey and support one's point makes Twitter on the higher side of credibility in terms of multimedia content.

**Conclusion**

With the increasing number of people accessing, posting, sharing and forwarding various messages on social media platform, a debate has got initiated around the world about the new digital online technology being an advantage or disadvantage and to what extent. In this context, Facebook and Twitter pose an example of how activities on social media affects not only public opinion, but effective and transparent communication by health policymakers during a severe health crisis. While both of these social media platforms provide a platform for debate and scope for diversity of opinion and information, Facebook, more than Twitter has contains the risk of propagating conflict-oriented manipulated information from unverified sources in a language that is sufficient to instigate and hurt someone's feelings around an issue, place, phenomenon or thing. This calls for an inclusive policy on educating the users about the right ways of dealing with information as well as news, so that they can act as an a constructive instrument in finding solution to major socio-economic health situations in the country and the world over.

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