

Research Experts

by Research Experts

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Coronavirus Disease (COVID-19): The Impact and Role of Mass Media During the Pandemic

1

The episode of Covid illness 2019 (COVID-19) has made a worldwide wellbeing emergency that has deeply affected the manner in which we see our reality and our regular day to day existences. Not just the pace of disease and examples of transmission compromises our feeling of office, yet the security estimates set up to contain the spread of the infection likewise require social separating by abstaining from doing what is characteristically human, which is to discover comfort in the organization of others. Inside this setting of actual danger, social and physical removing, just as open caution, what has been (and can be) the part of the distinctive broad communications directs in our lives on individual, social and cultural levels?

Mass media have long been recognized as powerful forces shaping how we experience the world and ourselves. This acknowledgment is joined by a developing volume of examination, that intently follows the strides of mechanical changes (for example radio, films, TV, the web, mobiles) and the zeitgeist (for example cold war, 9/11, environmental change) trying to plan broad communications significant effects on how we see ourselves, both as people and residents. Are media (broadcast and digital) still able to convey a sense of unity reaching large audiences, or are messages lost in the noisy crowd of mass self-communication? Do web-based media give comfort or grounds to deception, (de)humanization, and segregation? Would we be able to tackle the adaptability and omnipresence of media innovations to expand the public's adherence to the wellbeing measures recommended by worldwide wellbeing associations to battle the spread of COVID-19? In what manner can distinctive media ventures and channels for mass correspondence elevate versatile reactions to cultivate positive wellbeing perspectives and adherence to preventive measures? How media sway the elements in the private area (for example reinforce family bonds versus homegrown clash and savagery)?

2

Inside this plentiful structure of unpredictability, we invite research tending to media effect and its part during the COVID-19 pandemic, in the accompanying subtopics:

- Effective health communication for the adoption of sustainable preventive measures and curtailing misinformation;
- Public health communication to increase psychological resources and resilience in distinct age groups and socioeconomic conditions;
- Effective strategies for helping individuals in dealing with social and physical distancing;
- Reduction of stigma, prejudice, discrimination, and inequalities.

Type of articles may include Brief Research Report, Community Case Study, Data Report, Original Research, Systematic Review.

Due to the exceptional nature of the COVID-19 situation, Frontiers is waiving all article publishing charges for COVID-19 related research in this Research Topic.

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Keywords: COVID-19, coronavirus disease, mass media, health communication, prevention, intervention, social behavioral changes

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