

## RESEARCH ARTICLE

## Diffusion of coronavirus and awareness among the people of western India: Analyses the role of print media

Hemant Kumar Pandey<sup>1</sup>, Subhash Kumar<sup>2</sup>, Prabhat Dixit<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Journalism and Mass Communication, Manipal University Jaipur, India; <sup>2</sup>Associate Professor, Center for Society & Development, School of Social Sciences, Central University of Gujrat, Gandhinagar; <sup>3</sup>Assistant Professor, Department of Journalism and Mass Communication, Manipal University Jaipur, India.

### Corresponding Author

Hemant Kumar Pandey, Research Scholar, Department of Journalism and Mass Communication, Manipal University Jaipur, India  
E Mail ID: [pandeyhemant82@gmail.com](mailto:pandeyhemant82@gmail.com)



### Citation

Pandey HK, Kumar S, Dixit P. Diffusion of coronavirus and awareness among the people of western India: Analyses the role of print media. Indian J Comm Health. 2022;34(2):322-323. <https://doi.org/10.47203/IJCH.2022.v34i02.033>

Source of Funding: Nil Conflict of Interest: None declared

### Article Cycle

Received: 02/04/2022; Revision: 21/05/2022; Accepted: 06/06/2022; Published: 30/06/2022

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

### Abstract

**Introduction:** Media is considered the most powerful platform to create awareness in human society. It plays an important role in spreading public awareness and disseminating information about pandemic diseases such as coronavirus. A survey through a questionnaire was used and the descriptive analysis of questions as asked to the people on COVID 19 published by the leading newspapers of Rajasthan, western India was done to analyze the role print media played in spreading awareness about Coronavirus Disease (COVID-19). **Materials and Methods:** The objectives used both quantitative and qualitative methodology. In the quantitative method, a self-structured questionnaire was circulated among the various professionals. A descriptive method of secondary sources was also used to measure the effect of articles and advisements on the people published in the newspapers. **Results:** A total of 106 various professionals participated in the study. The research reveals that 56 percent of males and 43 percent of females are part of this research; more than 80 percent of respondents belong to the age group of fewer than 40 years. Among the active respondents, 91 percent are said to read the newspaper regularly. The study also shows that 96 percent of respondents are read articles, news, columns related to COVID-19 and particular about Coronavirus. Nearly 91 percent of respondents are in favor that media coverage of COVID-19 has improved their knowledge of Coronavirus. Around 93 percent of respondents agree that media spreading awareness among the people on Coronavirus through newspaper published articles, news, and advisements. The study exhibits that 95 percent of respondents expressed their views that print media has played an active role in disseminating the government directives on Coronavirus and almost 97 percent of the respondents are opined that print media will play a more effective role in spreading awareness on coronavirus. **Conclusion:** The respondents expressed that print media has played a vital role in spreading awareness on the pandemic of coronavirus disease. The newspaper spread awareness among the people on coronavirus through newspaper published articles, news and advisements. The newspaper also published a variety of queries and doubts as asked by the people to Doctors on coronavirus.

### Keywords

Coronavirus; Newspapers; Health; Disease; Communication; Awareness; Media

### Introduction

The Coronavirus disease 2019 emergence was initially noticed in Wuhan, a city in the Hubei province of China in December 2019. On, 31st December 2019, China reported to the World Health Organization (WHO) about the cluster of pneumonia cases. On, 11th February 2020, the disease was officially named Coronavirus COVID-19 by WHO. On March 11, 2020, the WHO declared COVID 19 a pandemic.

Till now, 24,18,845 Confirmed cases and 1,65,759 deaths from 208 countries have been reported (20th April 2020). In India, the first case of Coronavirus was reported on 30th January 2020. As of April 20, 2020, as many as 18034 cases of Coronavirus positive have been found in India, and 573 have died from it. During these times Print Media has been playing a crucial role in spreading awareness among people. People are interested in health-related news and updated knowledge, seeking information on diseases,

their prevention, diagnosis and treatment, nutrition, medications, and other factors related to their health. [1] The main aim of our study was to understand the role of Print Media in covering the health issues, to find out the role of Print Media in spreading information about COVID-19 among people and examine the role of Rajasthan Patrika leading newspaper of Rajasthan in spreading awareness on COVID 19.

### Material & Methods

The research was conducted among the various professional working in different profession using a questionnaire administered through Google form. A total 106 respondents respond to this study among the various media, bankers, academicians, housewives, students and other professionals. All these responses were calculated with the help of pie chart diagram.

### Results

A total 106 respondents participated in the study nearly 56% males and 43% females with more than 80% of respondents less than 40 years. Among the respondents 71 per cent of the respondents are well educated and professional, with 26.2% graduates, and nearly 5% educated up to senior secondary level.

Also, it was observed that 82% of the respondents are reading newspaper, with 8% reading newspaper to some extent, 1% respondents reading newspaper to large extent and 8% of the respondents are not interested in reading newspaper. It was also observed that 90% of the respondent's read news and stories related to coronavirus disease, 4% respondents are in favor of reading news related to coronavirus in the newspaper to some extent, 2% respondents are in favor of reading news related to coronavirus in the newspaper to large extent and 4% of the respondents are not interested in reading news related to coronavirus in the newspaper. Majority (84%) respondents expressed their view in favour of media coverage enriching their knowledge about coronavirus while only 9% respondents do not agree on media coverage enriching their knowledge related to coronavirus.

75% respondents considered that media is spreading ample awareness about Coronavirus, while only 7% of the respondents do not agree that print media is spreading ample awareness about Coronavirus.

77% of respondents are opined with statement that Print Media has played an active role in disseminating the government directives on Coronavirus, while 5% of the respondents disagreed that print media played an active role in disseminating the government directives on Coronavirus.

To a question on do you think Print Media can play more effective role in spreading awareness on Coronavirus, 87% of the respondents believe that print media plays more effective role in spreading awareness on Coronavirus, and 3% of the respondents disagreed print media plays more effective role in spreading awareness on Coronavirus.

### Conclusion

The study reveals that media has been playing a vital role in spreading awareness on pandemic of Coronavirus. The respondents regularly read newspapers for recent development on coronavirus. In this study the newspaper helps the people through special Articles written by eminent doctors to update their knowledge and information on coronavirus. It also shows that more than 90% of respondents believe that they read the News related to Coronavirus in the newspaper and agree that it has enhanced their understanding of COVID 19. Print Media is playing a strong role by reaching the right information to the people through the content analysis and survey form of the newspaper. It has been publishing special pages to alert people about Coronavirus. Such efforts by the leading newspapers has been extremely vital in making the doubts and myths out of mind on COVID-19. The study clearly establishes the fact that Print Media is playing an important role in spreading awareness on COVID-19. Hence in this study, the fact about the newspaper that not only help city or metropolitan but reach of the newspaper is up to the remotest part of our country.

### Acknowledgement

Authors recognize the enormous support received from various professional to conduct the research. The authors also acknowledge all the research paper and articles helps or use as reference or reviewed in this research paper.

### References

1. Ashoorkhani, M., Gholami, J., Maleki, K., Nedjat, S., Mortazavi, J., & Majdzadeh, R. (2012). Quality of health news disseminated in the print media in developing countries: a case study in Iran. *BMC Public Health*, 12(1), 1-7.
2. Westwood, B., & Westwood, G. (1999). Assessment of newspaper reporting of public health and the medical model: a methodological case study. *Health Promotion International*, 14(1), 53-64.
3. Bekker, L. G., & Desmond Tutu, H. I. V. The impact of mass media interventions on tuberculosis awareness, health seeking behavior and health service utilization: a systematic review protocol.
4. Gautam, S. K. (2017). Mass Media and Pulse Polio Awareness Campaign. *International Journal of Reviews and Research in Social Sciences*, 5(1), 15-21.
5. Holland, K., Sweet, M., Blood, R. W., & Fogarty, A. (2014). A legacy of the swine flu global pandemic: Journalists, expert sources, and conflicts of interest. *Journalism*, 15(1), 53-71.