

A Study of Effectiveness of Communication Skill of Media in Covid-19 Protocols and its Awareness Programs with Reference to Thiruvananthapuram District

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Abstract

CORONA VIRUS (COVID-19) is a dangerous virus that spreads quickly. It erupted on December 31, 2019, in Wuhan, China. The Coronavirus is part of the Orthocoronavirinae subfamily of the Coronaviridae family. The epidemic is catastrophic, resulting in millions of human deaths. People like doctors, police officers, and media members who contribute to responding to the global pandemic can be seen as "Covid-19 warriors." By doing this study, we were able to ascertain that the role of media in COVID-19 communication and public knowledge of lockdowns was valuable. These 46 samples were collected from individuals living in Trivandrum, the capital of Kerala, in south India. COVID-19's awareness campaigns and news broadcasts contributed significantly to the population's ability to contain the pandemic.

Keywords: *World health organization, commercial radio stations, armed forces.*

Introduction

CORONA VIRUS (COVID-19) is a dangerous virus that spreads quickly. It erupted on December 31, 2019, in Wuhan, China. The Coronavirus is part of the Orthocoronavirinae subfamily, which belongs in the family coronaviridae. The epidemic is catastrophic, resulting in millions of human deaths. Covid patient numbers are on the rise daily. The Coronavirus causes the majority of respiratory and gastrointestinal infections. Most often, it spreads person-to-person. Due to a previously unseen virus known as the β -coronavirus, the current outbreak was caused (COVID-19). The virus genome is positive-sense single-stranded RNA. Different investigations have been done to trace the virus's origin and analyse its

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phylogenetic makeup. It was discovered that the virus originated from bats. This virus uses bats as reservoirs.

When the virus arrived in India, the first case was officially recorded on January 30 in the southern state of Kerala. Although far more notable newsworthy events had recently occurred, this story was buried by the ongoing protests over a recently passed unpopular law. Thus, for the most part, media attention at this time was concentrated on the people in India infected by the Coronavirus or the people who returned from China.

The news agency Reuters reported that the World Health Organization (WHO) had declared the coronavirus epidemic a "global health emergency." However, on February 4, TOI, India's largest-selling English daily, reported that the state administration of Kerala stated that the sickness was a "state-specific disaster", which means that it has a lesser impact elsewhere in the country.

Though the virus was not widely seen as an essential topic until March, it began to rise significantly in the middle of March, and this boosted media coverage. But, unfortunately, the language has also taken on a chauvinistic tone. It took both the Times of India and the Indian Express, another English-language daily, several days to devote a front-page feature to how people had spontaneously responded to PM Modi's request for a "people's curfew" on the 23rd.

People like doctors, police officers, and media members who contribute to responding to the global pandemic can be seen as "Covid-19 warriors." To spread knowledge of the Corona Virus, several actions have been undertaken all around the world. Newspapers, community radio, television, and social media outlets like newspapers, community radio, television, and social media outlets like newspapers, community radio, and television all played a crucial role in getting the world aware of the fatal spread Corona Virus around the globe. Whether it is conscious or not, knowledge of the media has nonetheless persisted.

The Indian government has designed and executed a wide-ranging extension of community radio stations across the country. COVID-19 had not yet been released, thus the whole country was instructed to stay home so that people didn't bring the disease into their communities. So that the public will be aware of the Corona Virus. The government authorised the distribution of newspapers to become aware of the virus and prevent the spread of COVID-19.

Before the pandemic, local newspapers and radio stations played a significant role in distributing the SMS (Social Distancing, Mask, Sanitizer) message. There are stories of journalists who have contracted the virus while working in places where the outbreak is

spreading. Despite this, frontline reporting continues anyway. That incredible average of almost 1,400 articles daily has been written regarding the pandemic since January. Minister for Information and Broadcasting Prakash Javadekar recognised the vital role community radio stations play in communicating COVID-19 information to the community. He referred to them as "agents of change" and claimed they could change ideas, change behaviour, and spread awareness across a 15-kilometre radius region.

While there are more than 118,000 registered print publications in India, nearly 900 private satellite TV channels and various websites in various languages owned by individuals, political parties, and groups with complex corporate-political ties, India also has many individuals, political parties, and groups with various corporate-political ties who own satellite TV channels and print publications.

Review of Literature

Noel Dsouza: The media has a solemn duty during the COVID-19 epidemic to ease the public's fear and halt the propagation of misinformation. The RADIO INDUSTRY looks for ways to engage its listeners, maintain their listeners' attention, and promote optimism by using social messaging. Unfortunately, because of the Corona Virus, the advertising business has been shaken up. As a result, it has been decided that several on-the-ground and immersive radio operations have been cancelled.

Devesh K Pandey: To combat the spread of the Coronavirus, Prime Minister Narendra Modi began an awareness programme on October 8, 2020, which taught people how to wear masks, keep safe distances, and properly wash their hands and faces.

Institutions, including non-profit organisations, the public sector, commercial radio stations, and armed forces, were all part of the push to alert the public about the rapidly growing pandemic. DD News has launched "Mask – up India", a media campaign to promote masks across India.

Pranita Roy: Radio and Information and Broadcasting Minister Prakash Javadekar revealed that the Ministry intends to extend the community radio network through a specific outreach programme to increase awareness about the Covid-19 among the public.

The Minister made a statement in which he said that CR Stations exist throughout the country, which will serve to help raise pandemic awareness. CR's are considered 'agents of change' by Javadekar. To promote community radio movements in India, the Ministry has launched an ongoing plan, "Supporting Community Radio Movements in India".

Shainu Mohan (Staff of Radio Mattoli 90.4): The invaluable role of community radio stations in disseminating credible information throughout the pandemic was a testament to their value. Over a million residents of the state's tribal hamlets, rural locations, and other remote areas tune in to the community stations daily to obtain relevant information about the lockdown and the virus's prevention. In addition, community stations started broadcasting programmes that kept their communities informed about the outbreak.

Express News Service: The newspaper has "terrific credibility" since it reaches the heart of every little community. Thus, news of the Corona Virus must be conveyed by way of articles in that newspaper.

A well-run media organisation should work both at the national and the regional level as a link between the government and the general public. In addition, the media should have a significant role to ensure national security by fostering social cohesiveness.

M Athira: Many FM stations in Kerala had shut down their corporate headquarters because of Covid-19; however, given the current shutdown, Radio Mirchi, Radio Mango, and Red FM's presenters are all working from home. Home RJ set-up equipment has been offered to different radio stations.

Statement of Problem

The situation deteriorated to the point where it was nearly impossible for the general population to determine how the situation had improved. So, first, the skill of communicating a public understanding of COVID-19 protocols had to be identified under these stressful situations. Then we searched to see if anyone has newly established the habit of reading the newspaper and listening to the radio during lockdowns.

Scope and Significance of the Study

- FM & Newspaper are the primary source of critical information to public in the events of disaster management.
- Plays a critical role in spreading the awareness about disease
- Newspaper enjoy "tremendous credibility". The newspaper should share information about testing centres, who should be tested, whom to contact to get tested & follow isolation protocols.
- Community radio station has assumed significance with the citizens getting essential information.

Objective of the Study

- To study the awareness of public about the deadly spreading coronavirus pandemic through the medias radio and newspaper.

- To study the influence of the medias radio and newspapers in the life of public during the COVID-19 pandemic.
- To study how the medias newspaper and radio are useful for the public to the daily updates about the pandemic.
- To study whether anyone started the habit of reading newspaper during lockdown.
- To study whether anyone started the habit of listening radio during lockdown.

Research Methodology

The research methodology describes the research procedure, which has been used in the research. Research methodology is a way to systematically to solve research problems. Research methodology has many dimensions. It includes research design, sampling procedure and data collection method.

Sources of Data

There are two types of data used in the study. They are:

- Primary data: The data collected through structured questionnaire method.
- Secondary data: Secondary data were collected from documents, website.

Sample Design

- Population:
Population of the study covers the respondents residing in Thiruvananthapuram district.
- Method of sampling: The method of sampling is simple random sampling.
- Sample size: The total number of 46 samples were selected from respondents.

Tool Used for Data Collection

The main tool used for data collection was questionnaire, through digital media (Google Forms).

Tool Used for Analysis

The main tool used for analysis of the data was percentage analysis.

Tool Used for Presenting Data

Tables and pie charts were used for presenting data.

Period of Study

Period of study was for a period of 3months.

Limitations of the Study

There was only limited number of respondents.

The area of study was limited to Thiruvananthapuram district.

Period of study was limited as the pandemic conditions are worst.

Analysis and Interpretation

Table 2.1

Showing Age Wise Analysis

Age	No. of Respondents	Percentage of Respondents
10-20	12	26
21-30	30	65
31-40	1	2
41-50	1	2
51 and Above	2	5
Total	46	100

The above table shows that 26% of the respondents are between the age of 10-20, 65% of the respondents are between the age of 21-30, 2% of the respondents are between the age of 31-40, 2% of the respondents are between the age of 41-50 and 4% of the respondents are above the age of 51.

Chart 2.1. Showing Age Wise Analysis

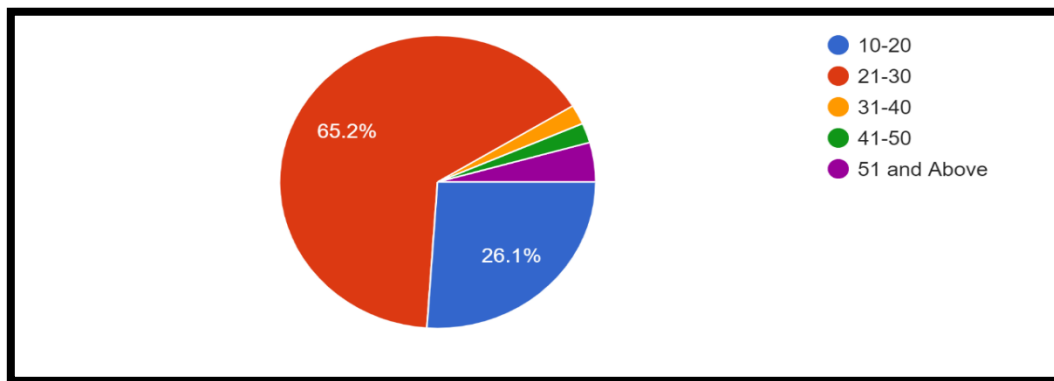


Table 2.2

Showing the Gender Wise Classification of Respondents

Gender	No. of Respondents	Percentage of Respondents
Male	15	33
Female	31	67
Total	46	100

The above table shows that 33% of the respondents were male and 67% of the respondents were female.

Chart 2.2. Showing Gender Wise Classification of Respondents

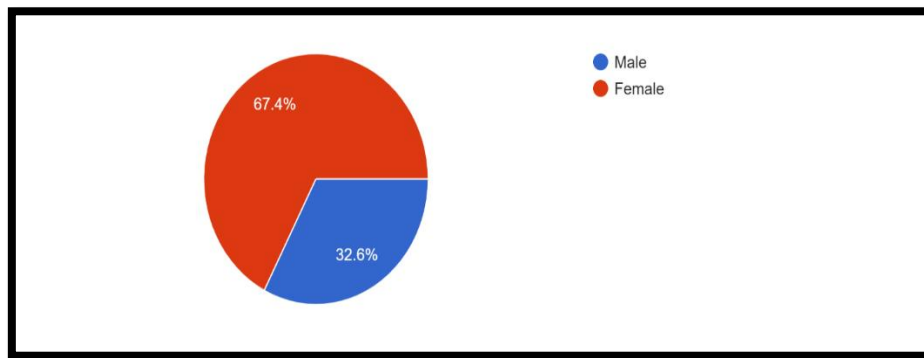


Table 2.3

Showing No. of Members in the Family of Respondents

Members in a Family	No. of Respondents	Percentage of Respondents
2-3	8	17
3-4	17	37
4-5	15	33
5 and Above	6	13
Total	46	100

The above table shows that 17% of the respondents have 2-3 members in their family, 37% of the respondents have 3-4 members in the family, 33% of the respondents have 4-5 members in the family and 13% of the respondents have 5 and above members in the family.

Chart 2.3. Showing the No. of Members in Family

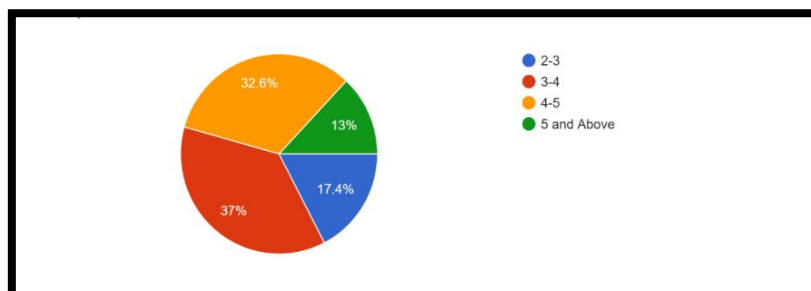


Table 2.4

Showing the Awareness of COVID-19 Pandemic

Awareness	No. of Respondents	Percentage of Respondents
Yes	45	98
No	1	2
Total	46	100

The above table shows that 98% of the respondents are aware of the COVID-19 pandemic and 2% of the respondents are unaware about the COVID-19 pandemic.

Chart 2.4. Showing the Awareness of the COVID-19 pandemic

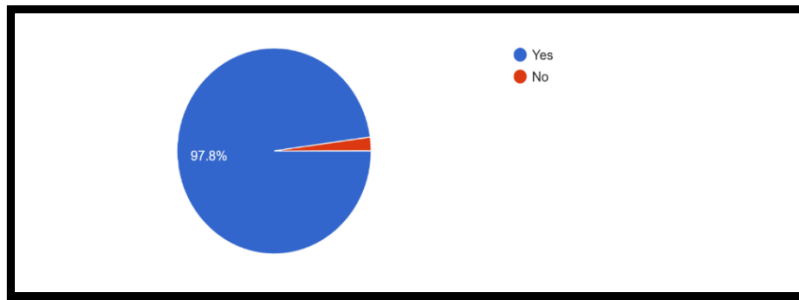


Table 2.5

Showing the Sources of Information about the Pandemic

Sources of Information	No. of Respondents	Percentage of Respondents
Newspaper	14	30
Radio	3	6
Others	29	64
Total	46	100

The above table shows that 30% of the respondents came to know about the pandemic through newspaper, 6% of the respondents came to know about the pandemic through radio and 64% percentage of the respondents came to know about the pandemic through other sources.

Chart 2.5. Showing the Sources of Information about the Pandemic

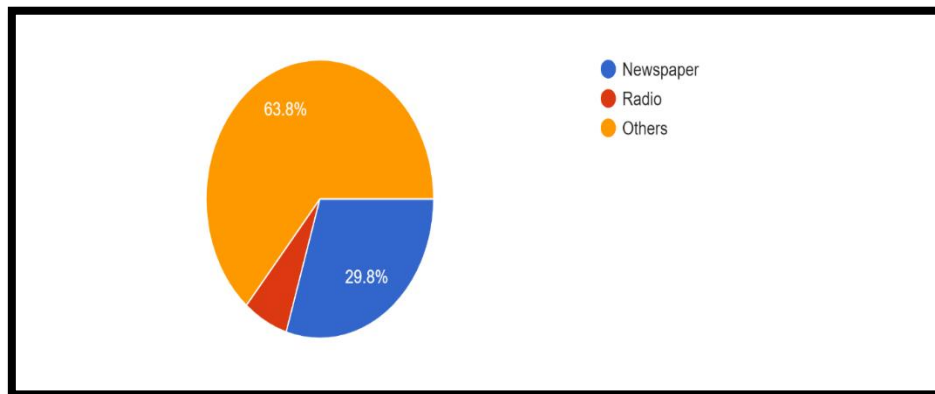


Table 2.6

Showing the Reliability of Information about COVID-19

Reliability	No. of Respondents	Percentage of Respondents
Newspaper	20	45
Radio	8	17
Both	18	38
Total	46	100

The table above shows that, 45% of the respondents think that newspaper is more reliable, 17% of the respondents think that radio is more reliable and 38% of the respondents think that both radio and newspaper are reliable.

Chart 2.6. Showing the Reliability of Information about COVID-19

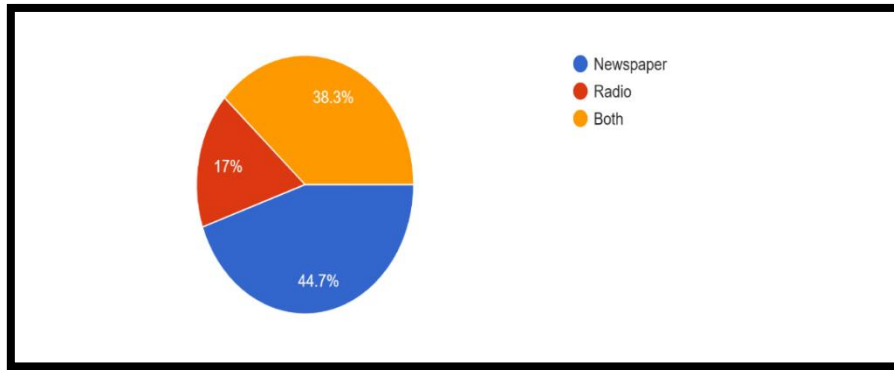


Table 2.7

Showing the Satisfaction of Life Conditions During COVID-19

Satisfaction of Life Conditions	No. of Respondents	Percentage of Conditions
Yes	24	51
No	22	49
Total	46	100

The above table shows that, 51% of the respondents are satisfied with the life conditions during lockdown period and 49% of the respondents are not satisfied with life conditions during the lockdown period.

Chart 2.7. Showing the Satisfaction of Life Condition During COVID-19

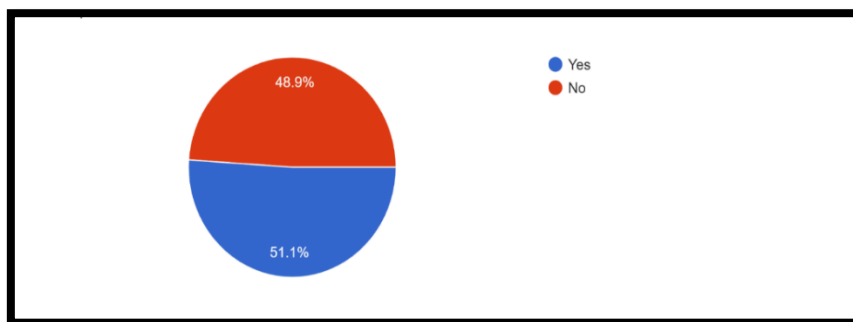


Table 2.8

Showing the Application of COVID-19 Protocols by the Respondents

Application of COVID-19 Protocols	No. of Respondents	Percentage of Respondents
Yes	43	94
No	3	6
Total	46	100

The above table shows that, 94% of the respondents follow the COVID-19 protocols in their daily life and 6% of the respondents do not follow the COVID-19 protocols in their daily life.

Chart 2.8. Showing the Application of COVID-19 protocols by the Respondents

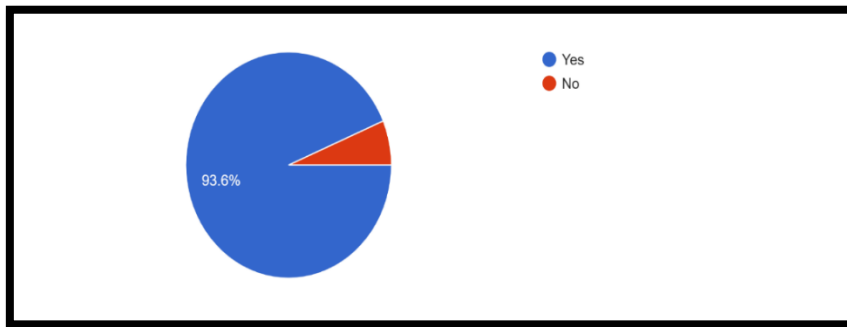


Table 2.9

Showing the Media that Help to Get Up-to-Date Information of COVID-19

Source to Get Up-to-date Information	No. of Respondents	Percentage of Respondents
Newspaper	18	40
Radio	6	13
Both	22	47
Total	46	100

The table above shows that, 40% of the respondents get up-to-date information of COVID-19 through newspaper, 13% of the respondents get up-to-date information of COVID-19 through radio and 47% of the respondents get up-to-date information of COVID-19 from both radio and newspaper.

Chart 2.9. Showing the Media that Help to Get Up-to-date Information of COVID-19

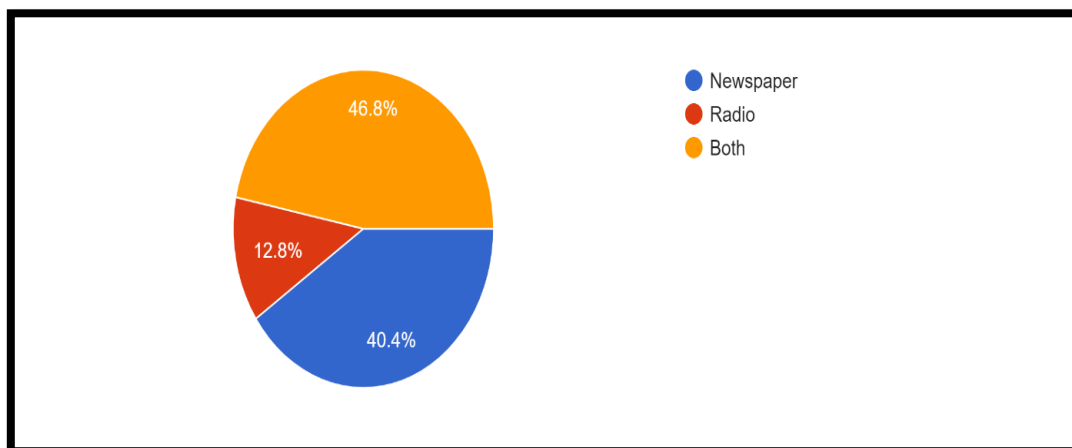


Table 2.10

Showing Whether the Respondent is a Newspaper Reader or a Radio Listener

Newspaper Reader or Radio Listener	No. of Respondents	Percentage of Respondents
Newspaper Reader	37	81
Radio Listener	9	19
Total	46	100

The table above shows that, 81% of the respondents are Newspaper readers and 19% of the respondents are radio listeners.

Chart 2.10. Showing Whether the Respondent is a Newspaper Reader or Radio Listener

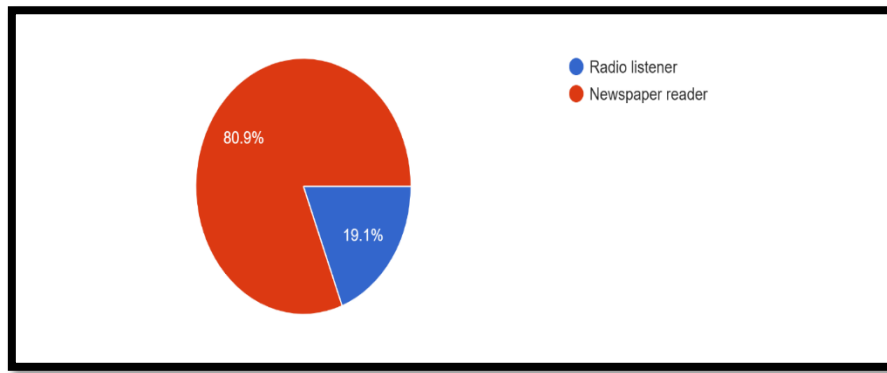


Table 2.11

Showing the Newspaper Read the Most

Newspaper	No. of Respondents	Percentage of Respondents
Malayala Manorama	37	81
Mathrubhumi	7	15
Deshabhimani	Nil	Nil
Others	2	4
Total	46	100

The table above shows that, 81% of the respondents read Malayala Manorama the most, 15 % of the respondents read Mathrubhumi the most and 4% of the respondents read other newspaper the most.

Chart 2.11. Showing the Newspaper Read the Most

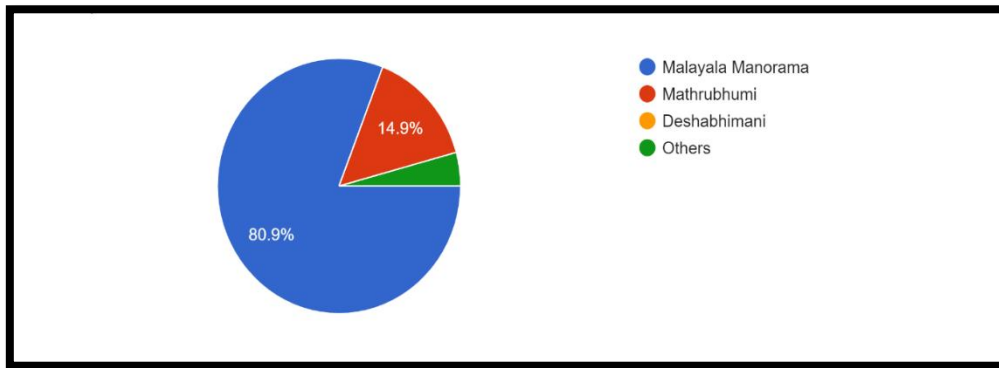


Table 2.12

Showing the Preservation of Articles Related to COVID-19

Preservation of Articles	No. of Respondents	Percentage of Respondents
Yes	25	55
No	21	45
Total	46	100

The table above shows that, 55% of the respondents preserve articles related to COVID-19 and 45% of the respondents preserve articles related to COVID-19.

Chart 2.12. Showing the Preservation of Articles Related to COVID-19

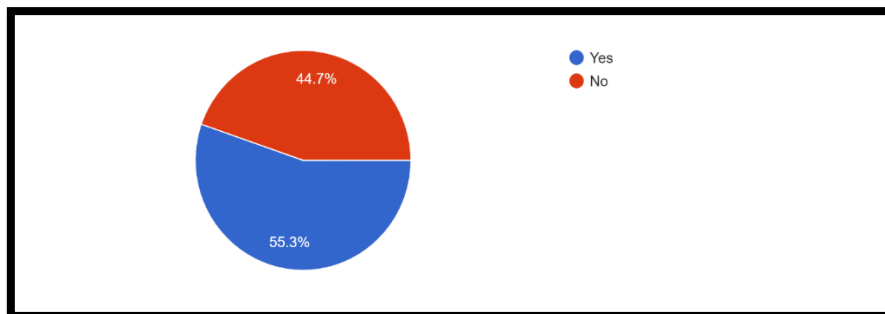


Table 2.13

Showing the Growth of Distribution of Newspaper During COVID-19 Pandemic

Distribution of Newspaper	No. of Respondents	Percentage of Respondents
Yes	25	55
No	21	45
Total	46	100

The table above shows that, 55% of the respondents think that the distribution of newspaper increased during the COVID-19 pandemic and 45% of the respondents think that the distribution of newspaper was not increased during the COVID-19 pandemic.

Chart 2.13. Showing the Growth of Distribution of Newspaper During COVID-19 Pandemic

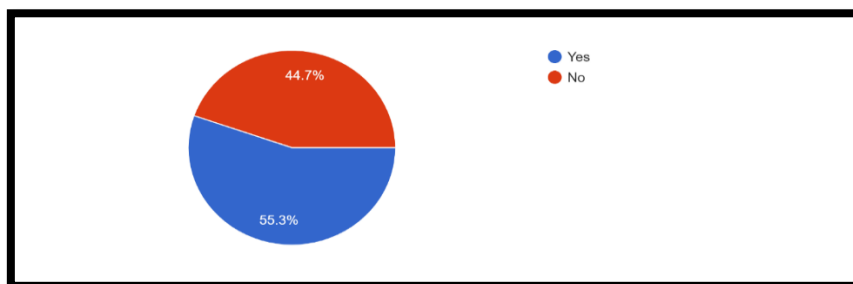


Table 2.14

Showing that Newspaper Provides a General Opinion of Public through Articles

Newspaper provides General Opinion of Public	No. of Respondents	Percentage of Respondents
Strongly Agree	11	23
Agree	21	47
Neutral	12	26
Disagree	1	2
Strongly Disagree	1	2
Total	46	100

The table above shows that, 23% of the respondents strongly agree that newspaper provides a general opinion of public through articles, 47% of the respondents agree that newspaper provides a general opinion of public through articles, 26% of the respondents do not provide any opinion that newspaper provides a general opinion of public through articles, 2% of the respondents disagree that newspaper provides a general opinion of public through articles and 2% of the respondents strongly disagree that newspaper provides a general opinion of public through articles.

Chart 2.14. Showing that Newspaper Provides a General Opinion of Public through Articles

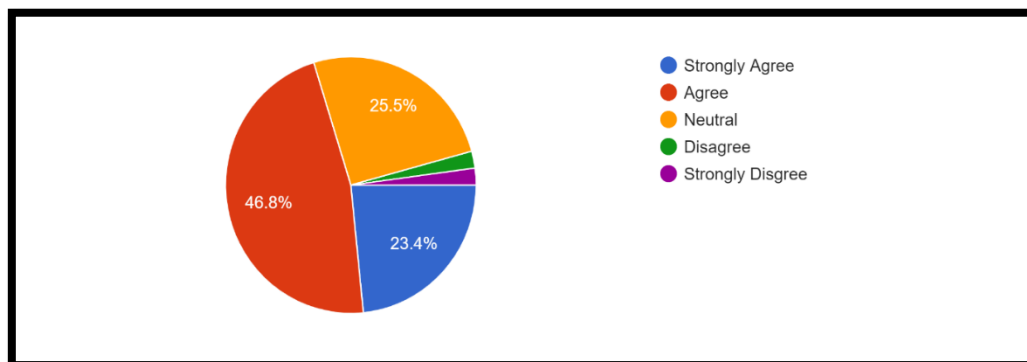


Table 2.15

Showing that Newspaper Provides the Best Source of General Information

Newspaper Provides best Source of General Information	No. of Respondents	Percentage of Respondents
Strongly Agree	10	21
Agree	19	43
Neutral	14	30

Disagree	2	4
Strongly disagree	1	2
Total	46	100

The table above shows that, 21% of the respondents strongly agree that newspaper provides the best source of general information, 43% of the respondents agree that newspaper provides best source of general information, 30% of the respondents do not provide any opinion that newspaper provides the best source of general information, 4% of the respondents disagree that newspaper provides the best source of general information and 2% of the respondents strongly disagree that newspaper provides the best source of general information.

Chart 2.15. Showing that Newspaper Provide the best Source of General Information

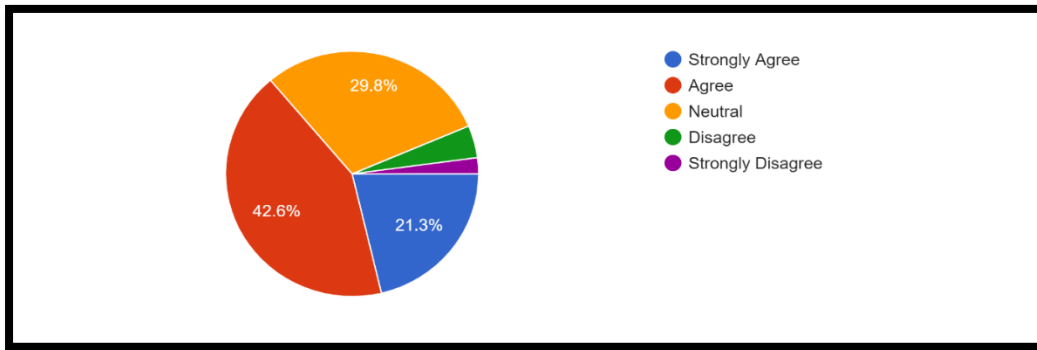


Table 2.16

Showing Radio to which Respondents Listen to the Most

Radio	No. of Respondents	Percentage of Respondents
Club FM (94.3)	16	34
Red FM (93.5)	22	47
Radio Mirchi FM (98.3)	7	17
Big FM (92.7)	1	2
Total	46	100

The above table shows that, 34% of the respondents listen to Club FM the most, 47% of respondents listen to Red FM the most, 17% of the respondents listen to Radio Mirchi FM the most and 2% of the respondents listen to Big FM the most.

Chart 2.16. Showing Radio to Which Respondents Listen to the Most

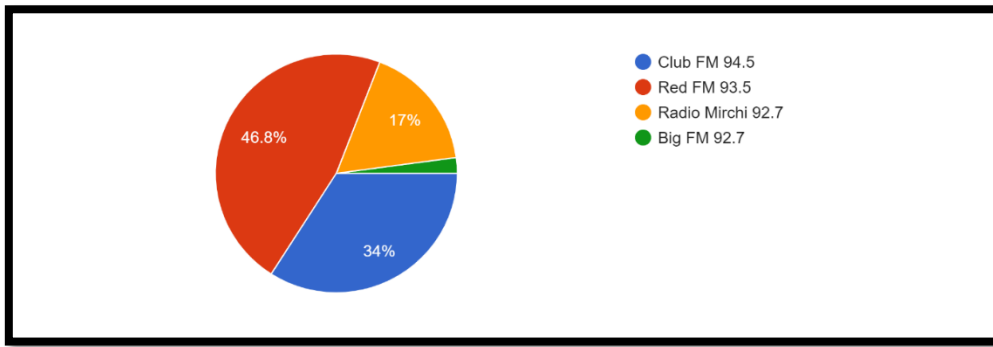


Table 2.17

Showing Whether the Respondents Ever Listened to the COVID-19 News in Radio

Respondents Listen COVID-19 related News in Radio	No. of Respondents	Percentage of Respondents
Yes	35	77
No	11	23
Total	46	100

The table above shows that, 77% of the respondents listen to COVID-19 related news in radio and 23% of the respondents do not listen to COVID-19 related news in radio.

Chart 2.17. Showing Whether the Respondents Ever Listened to the COVID-19 News in Radio

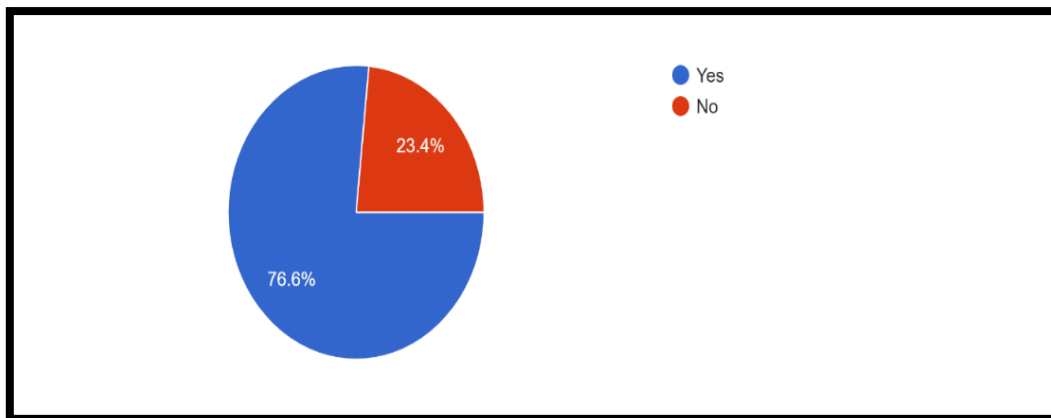


Table 2.18

Showing Whether Awareness Advertisements on Radio is Useful

Awareness Advertisements on Radio	No. of Respondents	Percentage of Respondents
Yes	41	89
No	5	11
Total	46	100

The above table shows that, 89% of the respondents think that the awareness advertisements on radio are useful and 11% of the respondents think that the awareness advertisements on radio are not useful.

Chart 2.18. Showing Whether Awareness Advertisements on Radio is Useful

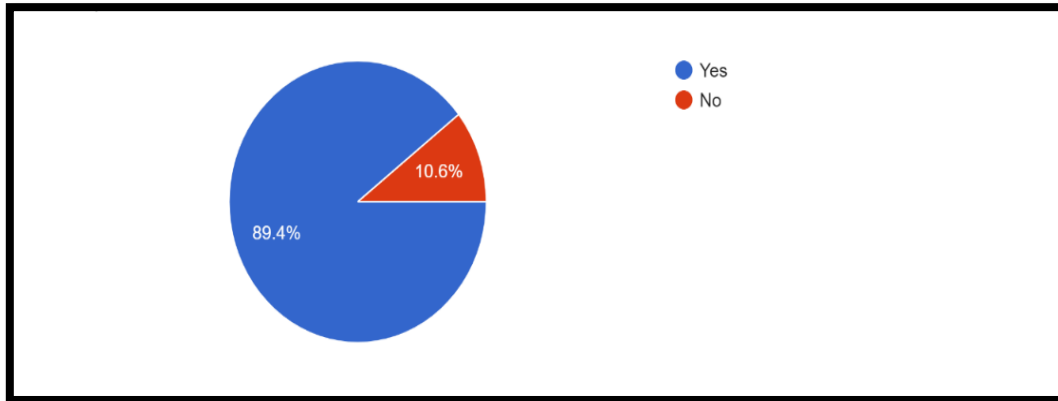


Table 2.19

Showing the Favourite Programme in Radio

Favourite Programme	No. of Respondents	Percentage of Respondents
Interviews	2	4
Entertainment shows	10	23
Musical Shows	28	60
Others	6	13
Total	46	100

The table above shows that, 4% of the respondents are interested in listening interviews, 23% of the respondents are interested in listening entertainment shows, 60% of the respondents are interested in listening musical shows and 13% of the respondents are interested in listening to other shows.

Chart 2.19. Showing the Favourite Programmes in Radio

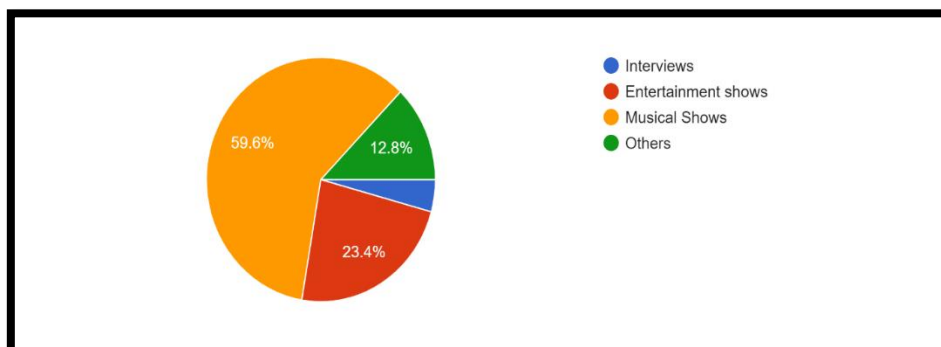


Table 2.20

Showing that Radio Plays Crucial Role in the Daily Life of Public

Crucial role of Radio in the Life of Public	No. of Respondents	Percentage of Respondents
Strongly Agree	10	21
Agree	21	47
Neutral	12	26
Disagree	3	6
Strongly Disagree	Nil	Nil
Total	46	100

The table above shows that, 21% of the respondents strongly agree that radio plays a crucial role in the daily life of the public during the pandemic period, 47% of the respondents agree that radio plays a crucial role in the daily life of public during the pandemic period, 26% of the respondents do not provide any opinion that radio plays a crucial role in the daily life of public and 6% of the respondents disagree that radio plays a crucial role in the daily life of public during the pandemic period.

Chart 2.20. Showing that Radio Plays Crucial Role in the Daily Life of Public

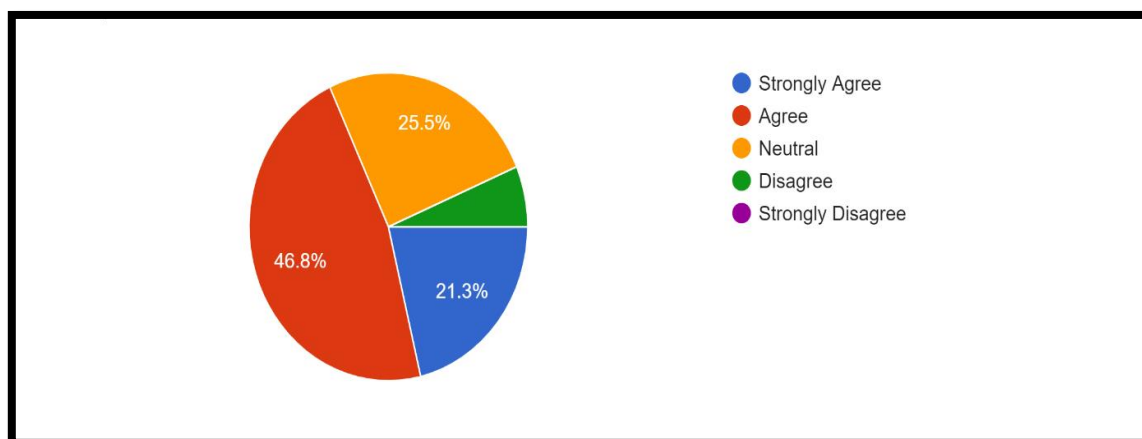


Table 2.21

Showing that Radio Created a Great Impact of COVID-19 Awareness in Remote Places

Radio Create Great Impact on Remote Places.	No. of Respondents	Percentage of Respondents
Strongly agree	12	26
Agree	24	53
Neutral	12	19

Disagree	3	2
Strongly Disagree	Nil	Nil
Total	46	100

The table above shows that, 26% of the respondents strongly agree that radio created a great impact on awareness of COVID-19 even in remote places, 53% of the respondents agree that radio created a great impact on awareness of COVID-19 even in remote places, 19% of the respondents do not provide any opinion that radio created a great impact on awareness of COVID-19 even in remote places and 2% of the respondents disagree that radio created a great impact on awareness COVID-19 even in remote places.

Chart 2.21. Showing that Radio Created a Great Impact on Awareness of COVID-19 Even in Remote Places

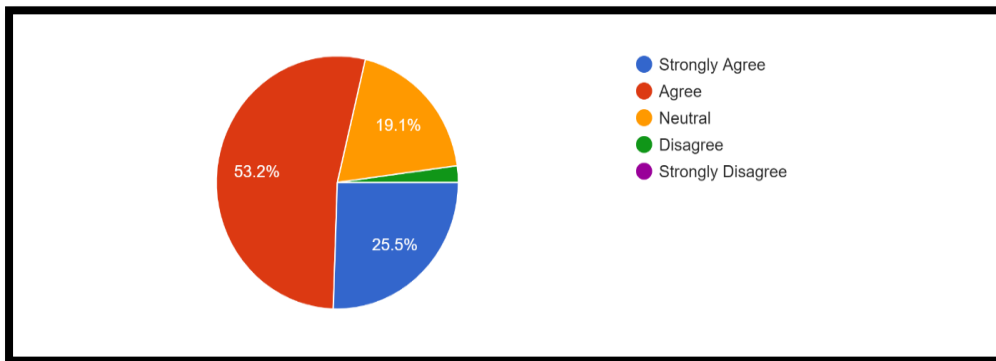


Table 2.22

Showing that Radio Helps the Illiterate to Know the Daily Updates of COVID-19

Radio Helps Illiterate to Get Daily Updates of COVID-19	No. of Respondents	Percentage of Respondents
Strongly agree	15	32
Agree	22	49
Neutral	8	17
Disagree	1	2
Strongly Disagree	Nil	Nil
Total	46	100

The table above shows that, 32% of the respondents strongly agree that radio plays a vital role in helping the illiterate to get the daily updates of COVID-19, 49% of the respondents agree that radio plays a vital role in helping the illiterate to get the daily updates of COVID-19, 17% of the respondents do not provide any opinion that radio plays a vital role in helping the illiterate to get the daily updates of COVID-19 and 2% of the respondents

disagree that radio plays a vital role in helping the illiterate to get the daily updates of COVID-19.

Chart 2.22. Showing that Radio helps the Illiterate to Know the Daily Updates od COVID-19

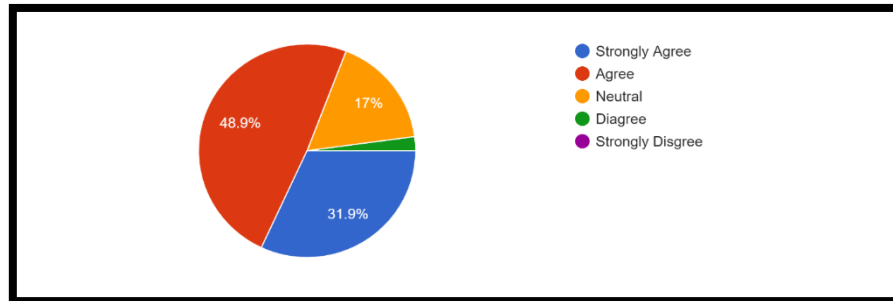


Table 2.23

Showing that Radio and Newspaper Increase General Preventive Behaviour to Control COVID-19

Radio and Newspaper generate Preventive Behaviour on COVID-19	No. of Respondents	Percentage of Respondents
Strongly Agree	15	32
Agree	24	53
Neutral	6	13
Disagree	1	2
Strongly Disagree	Nil	Nil
Total	46	100

The table above shows that, 32% of the respondents strongly agree that radio and newspaper increase general preventive behaviour to control COVID-19, 53% of the respondents agree that radio and newspaper increase preventive behaviour to control COVID-19, 13% of the respondents do not provide any opinion that radio and newspaper increase preventive behaviour to control COVID-19 and 2% of the respondents disagree that radio and newspaper increase general preventive behaviour to control COVID-19.

Chart 2.23. Showing that Radio and Newspaper Increase General Preventive Behaviour to Control COVID-19

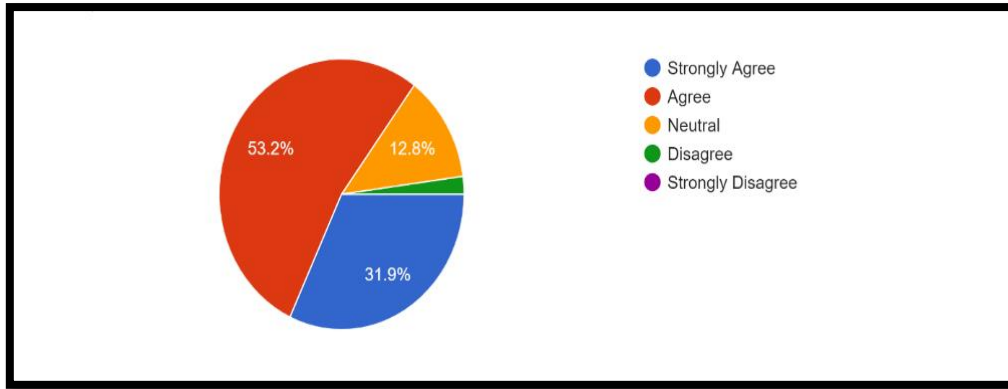


Table 2.24

Showing that Radio and Newspaper Helps to Cover the COVID-19 Outbreak

Radio and Newspaper Cover the COVID- 19 Outbreak	No. of Respondents	Percentage of Respondents
Strongly Agree	11	23
Agree	28	62
Neutral	5	11
Disagree	1	2
Strongly Agree	1	2
Total	46	100

The table above shows that, 23% of the respondents strongly agree that radio and newspaper helped the public to a great extent in covering the COVID-19 outbreak, 62% of the respondents agree that radio and newspaper helped the public to a great extent in covering the COVID-19 outbreak, 11% of the respondents do not provide any opinion that radio and newspaper helped the public to a great extent in covering the COVID -19 outbreak, 2% of the respondents disagree that radio and newspaper helped the public the public to a great extent in covering the COVID-19 outbreak and 2% of the respondents strongly disagree that radio and newspaper helped the public to a great extent in covering the COVID-19 outbreak.

Chart 2.24. Showing that Radio and Newspaper Helps to Cover the COVID-19 Outbreak

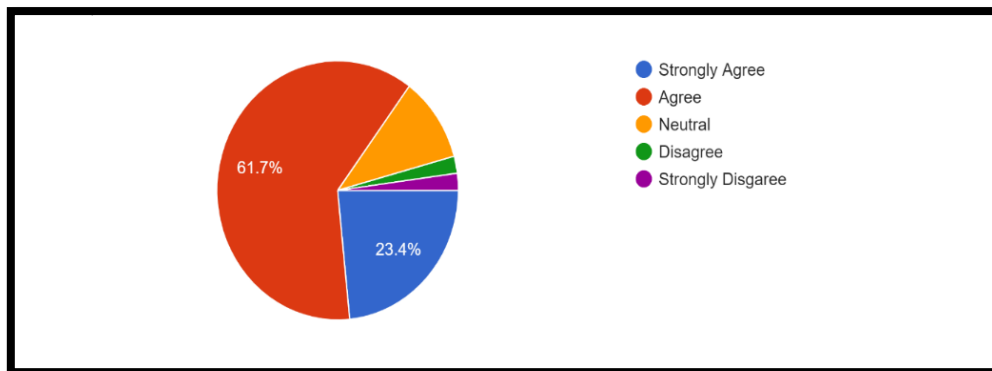


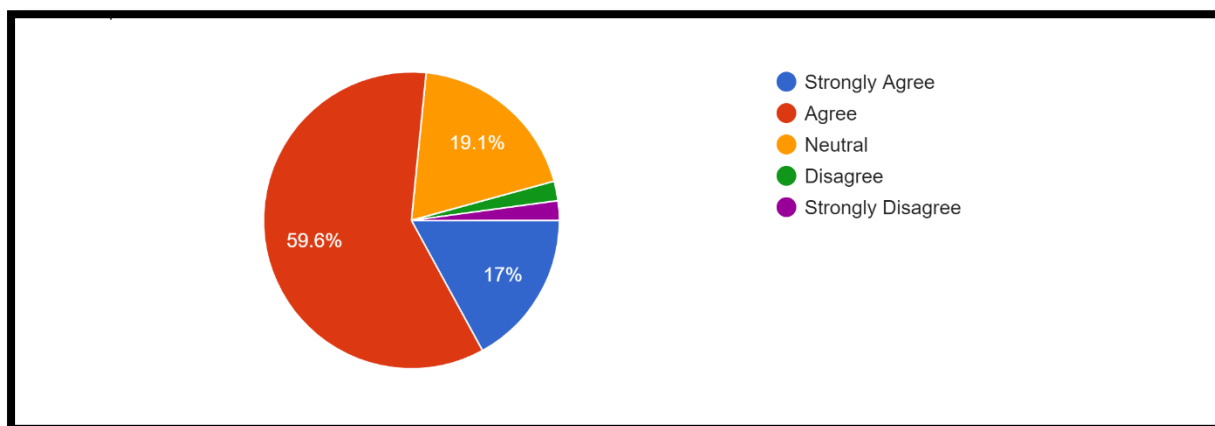
Table 2.25

Showing that Radio and Newspaper reduced the Misinformation Shared Through Social Media

Misinformation Through Social Media	No. of Respondents	Percentage of Respondents
Strongly Agree	8	17
Agree	27	60
Neutral	9	19
Disagree	1	2
Strongly Disagree	1	2
Total	46	100

The table above shows that, 17% of the respondents strongly agree that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media, 60% of the respondents agree that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media, 19% of the respondents do not provide any opinion that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media, 2% of the respondents disagree that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media and 2% of the respondents strongly disagree that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media.

Chart 2.25. Showing that Radio and Newspaper Reduced the Misinformation Shared through Social Media



Findings

- Most of the respondents came to know about the pandemic through newspaper and others sources of media.
- Most of the respondents think that newspaper is more reliable.
- Most of the respondents are satisfied with their life condition during the pandemic period.
- Most of the respondents are following the protocols and precautions of COVID-19 in their daily life.
- Most of the respondents get up-to-date information of COVID-19 from both newspaper and radio.
- Most of the respondents are newspaper readers.
- Most of the respondents read Malayala Manorama newspaper the most.
- Most of the respondents preserve articles from newspaper related to COVID-19 for a reference in future.
- Most of the respondents think that the distribution of newspaper increased during the pandemic period.
- Most of the respondents agree that newspaper provides a general opinion of the public through the articles.
- Most of the respondents agree that newspaper provides the best source of general information
- Most of the respondents listen to Red FM (93.5) radio station the most.
- Most of the respondents Listened to the COVID-19 related news in radio.
- Most of the respondents think that the awareness advertisements on the radio are useful.
- Most of the respondents listen to musical shows in radio.
- Most of the respondents agree that radio plays a crucial role in the daily life of public.
- Most of the respondents agree that radio created a great impact of COVID-19 even in remote places.
- Most of the respondents agree that radio plays a vital role in helping the illiterate to get the daily updates of COVID-19.
- Most of the respondents agree that radio and newspaper increased the general preventive behaviour to control COVID-19.
- Most of the respondents agree that radio and newspaper helped the public to a great extent in covering the COVID-19 outbreak.

- Most of the respondents agree that radio and newspaper created an assistance in revealing the misinformation about the pandemic through social media.
- Most of the respondents are male.
- Most of the respondents are at the age of 30.
- Most of the respondents have 4 members in their family.

Suggestions

- The news should be placed in the front page even if the situation seems to be under control as we are completely not over the matter.
- The circulation of the newspapers was almost 100 % therefore the company's could have taken measures to reduce the price of the paper so that everyone could afford and new readers could also be generated.
- Newspaper companies could have put more effort in delivering the newspapers for free to people who are not their regular readers.
- Radio stations should adopt more interactive talk-shows with its's listeners to create awareness and the time period of interactions should be much more extended.
- Conducting a quiz related to COVID after their daily scheduled programs might have intrigued listeners more than conducting a particular quiz program.
- Updation on fake news spread through social media should be addressed rather providing product promotions as commercials.
- Radio should include interviews of experienced doctors regarding the pandemic situation.
- Newspaper should provide real and relevant details about the pandemic.
- Articles in newspaper should have a catchy heading that should grab the reader to go through that content otherwise no one is going to pay attention to the awareness advertisements.
- Animated advertisements in newspaper to make children aware of the pandemic situation.

Conclusion

The data for this study has been collected through questionnaire and findings have been presented theoretically. Tables and pie charts have been used to represent the diagrammatic representation of the data analysis. The awareness advertisements and programmes of COVID-19 through the medias, newspaper and radio played a very critical role in the life of public during the pandemic period. "Stay Home, Stay Safe" acted as a pledge in the daily life

of the public. From the beginning stage of COVID-19 only Newspaper communication was continued without any break. Radio played a major role in the effective awareness of communicating COVID-19 to the public. Radio jockeys were asked to work from home. They were provided with necessary equipment to set a radio station within their home. They used their social media pages to get interacted with the listeners. Through radio the message SMS (Social Distancing, Mask, Sanitizer) reached the public minute by minute. This paper reveals that the awareness advertisements and programmes of COVID-19 through media helped the public to a great extent to control the outbreak of the pandemic.

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