

## **National Press Day 2020**

### **Background Note**

## **ROLE OF MEDIA DURING THE COVID-19 PANDEMIC AND ITS IMPACT ON MEDIA**

Covid-19 pandemic has been unprecedented in terms of its impact on human life, economy and efforts for survival.

With globalisation, the impacts of pandemic of this nature and magnitude have been mammoth across the world. With strict lockdown provisions applied in various countries including India flow of relevant, accurate, credible and timely information has been a great challenge.

Media, including the traditional and the modern ones, have played true yeoman service to the humanity throughout the pandemic.

Just like a frontline warrior, media stood firm and discharged its duties despite all odds. While discharging its duty during the pandemic times, media has to filter out the correct information from the fake news and develop appropriate narratives to offset and mitigate the misinformation campaign in a society that is not fully aware and has access to the correct information.

Despite the fact that the media persons were equally vulnerable individually, they took all initiatives to cover pandemic through gathering information from the government, assessing situation at field level and visiting hospitals to inform the realities to the public.

Both traditional and modern media including newspapers, magazines, radio, television and social media continued to play significant role in these extraordinary times and displayed tremendous synergy towards the same.

In this backdrop, the Press Council of India initiates a debate and discussion on the topic, welcoming insights, suggestions, views from across the gamut.

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