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Cms 204 (specialised reporting)

### Question

3) Mainstream media coverage and social media narratives of covid-19.

### Answer

As we all know, mass media or the media as a whole can be seen as a very effective means of spreading information, the media have been used by the government to update its citizens on the covid-19 popularly known as corona virus by updating and informing them on the amount of registered covid-19 cases in each states, the amount of recoveries and deaths also around the country.

Also, due to the ongoing covid-19 outbreak, and the need for the media to always keep in touch with any update on covid-19, they have forgotten some other critical aspects that can affect human lives such as climate. Also, the constant reporting of the covid-19 related issues have led to the leaving out of those who die from suicide, rape, gunshot or many other diseases has led to a high range of panic more than to stimulate a rational debate among citizens on policy appropriate to a democracy. They have automatically abandoned some other diseases that seem more deadly than covid-19 and how to prevent them such as cancer and HIV/AIDS. For instance, in Nigeria more people die of hunger than the famous covid-19 but you won't see any media house giving report on it because they are considered less important than the covid-19 because the covid-19 also affects the rich and the nation as a whole.

For instance, in America due to the ongoing virus pandemic the media turned a blind eye on the ongoing destruction of public medical facilities in the United States and the general privatisation of medicine and insurance. Also, the media in America have said little about the threat of nuclear war.

In the case of social media, it is a great way for individuals and communities to stay connected even while physically separated. During the 1918 flu, which they estimated the number of deaths to a third of the world's population, during that time people didn't have the same sources of communication we have in the 21st century to quickly share news and information. For context, critical information on the flu was primarily shared via postal workers, Boy Scouts and teachers. Can you imagine having learned about covid-19 from a Boy Scout knocking on your door, encouraging you to wash your hand?.

With the advent of social media in the 21st century, not only are we learning the latest news on covid-19, we can also use them for economical purposes. In this period of isolation, individuals can use the social media to be earning cool cash like never before. Here are the four primary roles that social platforms are playing during the covid-19 outbreak:

1) Sources of Information: Never have we had more realtime information available at our fingertips in the face of a worldwide event. Such information can help keep us safe, providing us with a better understanding of what is occurring and how it might impact us and those we love.

2) An influence of public response to the outbreak: Billions of people are free to publicly share their opinion on covid-19 across various social platforms. In the past few weeks we've seen individuals, organisations and businesses use social media to spread awareness of covid-19, as well as the public actions that can be taken.

3) A marketing platform: The covid-19 outbreak presents a defining moment for many brands in how they choose to market their products. But unfortunately, we are going to see people who are selling snake oil type products (oil claiming to provide immunity). Some businesses will prey on mass hysteria, especially businesses putting extra dollars behind social media ads, selling products like hand sanitizer and face masks (despite frequent claims from health organisations that face masks are not effective if you don't have the disease).

4) A powerful way to bring positivity to a scary time: No platform is perfect, but where there has been misinformation and fear on social media, there's also been an abundance of vital, lifesaving information, connection with others, and global unity. The ability to share global unity. The ability to share experiences with family and friends helps to combat both literal and emotional isolation while also reminding us that we are all in this together.

REFERENCES: Foreign policy in focus, Khoros, id-hub.com.