

THE ROLE OF MASS MEDIA IN DISASTER MANAGEMENT

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Abstract The different modes of media has been playing a very significant role to manage the disaster in pre and post disastrous situation. Now growing role of different forms of electronic and print media has been played vital role to expedite the process of mitigation of drought by taking structural and none-structural measures in the disaster affected areas. The present papers examines the application of different modes of electronic media like radio, including community radio and radio, T.V. social media, like face book, tweeter, Instagram, You Tube have been playing a vital role to expedite the process of rescue operation and sending massacres from one place to the disaster affected areas. The media has a vital significance for a 'Citizen journalist' who tend to reports the disaster site at once and send to the authority to take the effective action for prevent the disasters in an effective way.

Keywords: Media, vital role, print and electronic media, Citizen Journalist, effective actions.

1.0 Introduction

The Mass media is cauterized with certain characteristics which has paved the way for making the media a powerful tool for the disaster communication as they tend to provide a rapid and easy access to large numbers of the people located at different areas, they highlight the different problematic areas and the constraints faced by the people during the disastrous situation. On the contrary, sources dealing with the media know that media can also be proved cumbersome channels of the communication. It has been observed that there is no direct control on the subject matter and the forms of the transmitted information and occasionally there are unhealthy competition and even the controversial information which may be proved very complex for mobilizing the support for concerted action. It is contrary to the journalist of the popular perceptions who may not support independently but may act as 'gate vigilance, commentators, interpreters and' representing comprehensive business interests of the owner of the media (Dave, R.K, 2007).

The various modes of media has paved the way for establish the link between the affected people and the emergency organizations and does play a vital role before, during and post disaster situation and prove a friend, philosopher and guide to the disaster affected people. The different modes of media, including print, electronic and the traditional media help the disaster affected people by educating, creating awareness, warning of hazards, collect and transmitting the disaster related information to the affected people. The media also help to raise the funds for the disaster affected people from the domestic and the foreign based donors. In order to help the media fulfill these vital roles; either directly or indirectly establishes the relationship between the media and the disaster management organizations. The media make every possible effort to save the life and the property during the pre and post disastrous situations (Kapur, Neelam 2017)

The social media also play a constructive role; as highlighted by Abdul Mizeez in his paper, the role of media in the disaster management. The social media helps in the managing the disasters by educating the people on the nature and behaviour of disasters; warning of the hazards; collecting and disseminate the information about the affected areas; alerting the government officials, and relief oriented government and non-government organizations in accordance with the needs of the affected people. The social media also help to facilitates and discuss the disaster preparedness and responses of the people. In order to help the media fulfill these multiple roles, directs the professional relationships between the social media and disaster management organizations; working at different In this context, various experience shows that regular interactions of the disaster affected people with the media before striking a disaster, aids the effective information flow and lay down the suitable groundwork for the effective working relationships in and aftermath a disaster. On the November 16, 2000, it was observed with the theme of "Role of Media in Disaster Management – Preparing People to Cope with Disasters. A National Seminar was

organized at Vigyan Bhawan, New Delhi, which was inaugurated by the President of India which was given emphasized on the need for disseminating preparedness aspects of the disaster management among all segments of society and special provisions are to be made for the more vulnerable segments of the society viz. women and children” (ABDULN Muzeez, 2016)

A framework was formed relating to role of social media; in accordance with the disaster management cycle. On the mitigation front the role of social media including the risk reduction and the preventative actions in accordance with the gravity of the problem. Further, during the preparedness phase, the social media provides the disaster warnings, execute the crisis communication activities and signals to detect the disaster in a systematic way. In the response phase, the role which includes the deliver and the analyze the news coverage of the disasters, provides and receives the disaster related information, receive and send the request for help and reconnect the affected families. Finally, during the phase of the recovery, the social media raises funds and the donation and create the awareness, encourage the volunteerism and receive and send the required information on rebuilding and recovery process (Thiagaraja Ramakrishna and S.Rehman, 2017).

2.0 The coverage of Media in the Disaster Management: The coverage of the different modes of media is tabulated in the matrix which is follows:

The matrix showing the relation between Commutation Technology and the type of Natural Disasters

Disaster hazards	Centre of the Satellite	Satellite Remote Telemetry	T.V & Radio	Print Media	Earth based Censors
Landslides	Meteorological & monitoring Soil wetness	Transmitting the related data to reverse & the central facility	Transmitting Warning & information on protection	Imparting the education for protection & to build the techniques	Strain gauge Sensor to detect wetness
Earthquake	--	To link with the sensors to central facility & research	Transmitting Warning & information on protection	Imparting the education for protection & to build the techniques	Strain gauges of vibration centre (Seismograph)
Tsunamis	Detection of surge waves	Data transmitting to central facility and reverse	Transmitting Warning & information on protection	Imparting the education for protection & to build the techniques	Strain gauges of vibration centre (Seismograph)
Eruption of the Volcanoes	Optical & thar Mal censors	Data transmitting to central facility and reverse	Transmitting Warning & information on protection	Imparting the education for protection & to build the techniques	Vibration and thermal censors
Occurring of the floods	Optical monitoring & meteorology	Data transmitting to central facility and reverse	Transmitting Warning & information on protection	Imparting the education for protection & to build structural measures	Sensor for fluctuating the river water
Occurring of the cyclones	Meteorology Observation monitoring	Data transmitting to central facility and reverse	Transmitting Warning & information on protection	Imparting the education for protection & to build structural measures like cyclone shelters	Optimum and set up thermal censors for supporting the visual string

Source: National Disaster Management Authority

There are some of the advanced ‘means of the communication system’ which have paved the way for early warnings, evacuation plans and helping post-disastrous situations. The success rates of all these duly efforts depends mainly on the thorough understanding of the media professionals. The advanced technologies and accurate forecasting for any disaster have assisted for averting. The major disastrous situations during the disasters like

cyclone of the coastal areas are now predictable with magnitude and direction in the likely to be affected areas (3rd National Conference of Media in Disaster Management, 2020).

3.0 Analysis of the Impact of Media on the disaster Management:

The different modes of media have been playing a positive and negative role in the disaster management. The impact of media in terms of its positive and negative roles is evaluated as follows:

- The different modes of media makes available rapidly the authentic information; particularly at the local level; whereas, the news media have their own some of the 'vested interests' in their home town.
- The disaster coverage by the different modes of media tends to respond quickly to make a comprehensive coverage of the incident or the accident within the shortest time.
- The media is an invisible device during the disaster hours by disseminates the authentic information on the safety of the people by providing detailed information of each and every aspects of the disaster.
- In the absence of any mode of communication, the media plays a vital role by facilitating as follows:
 - i) the affected segment of the population with all requisite information; and
 - ii) the external world with a glimpse of the particularly community which is being affecting by a particular disaster.

4.0 The negative impact of media in the disastrous situation:

There are some of the points of the media which have a negative impact in the disastrous situation which are as follows:

- It has been observed several times; the people tend to loot the people when the disastrous situation is covered by a media.
- The Politicians and the influencing people tend to carry the media personnel to the disaster sites just for acquiring the political gains and fulfill their vested interests. They tend to make use of media for their personal benefits rather than any people welfare orientation. In the election duration; the instances of misusing of media become more crucial to receive a political gain to cash the disastrous situation.
- The news reporter may indulge in disseminate or publish the sensational news by using the 'Yellow journalism' just to fulfill their vested interests rather than providing the fact based information to the public. The type of exaggerated picture of any disaster may give an fallacious effects on the mind of the people and they become often confuse on the actual information, provided by the either the print media or the electronic media.
- Media some time influences by the high profile people which are often tend to swift away from the reality. Two years back, the murder of a highly talented young actor, Shushant Singh Rajput was hampered the investigation, even by the C.B.I, was indicates the involvement of some of the politicians of the ruling party of Maharashtra, which led to create a very fallacious situation, created by some of noted media channels.

5.0 Conclusions: The Mass media is cauterized with certain characteristics which has paved the way for making the media a powerful tool for the disaster communication as they tend to provide a rapid and easy access to large numbers of the people located at different areas, they highlight the different problematic areas and the constraints faced by the people during the disastrous situation. On the contrary, sources dealing with the media know that media can also be proved cumbersome channels of the communication. The different smodes of media have been playing a very significant role to manage the disaster in pre and post disastrous situation. Now growing role of different forms of electronic and print media has been played vital role to expedite the process of mitigation of drought by taking structural and none-structural measures in the disaster affected areas. The present papers examines the application of different modes of electronic media like radio, including community radio and radio, T.V. social media, like face book, tweeter, Instagram, UTUBE have been playing a vital role to expedite the process of rescue operation and sending massacres from one place to the disaster affected areas. The media has a vital significance for a 'Citizen journalist' who tend to reports the disaster site at once and send to the authority to take the effective action for prevent the disasters in an effective way. The Social media certainly has an ample capacity to become an alternative mode of communication to complement the traditional modes of the communication during the disaster. period. However, drawbacks of making use of the social media and its short term and long terms implications in disaster management are now required be considered to make the use of the media in a constructive way rather than in a destructive way while covering the disastrous situation of any affected area. It require a judicious media planning and management in accordance with the authentic information as provided by the media persons. In this context, now it has come imperative to consider the professional ethics so that the different types of the media may cover the disaster incident in the true sense of the journalism to cover the authentic coverage rather than indulging in the 'vested interests' types of the activities.

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