

‘A Study Of Possible Conversation Strategies Of Covid-19’

Dr.Ila Agarwal Lohiaa

Associate Professor

Education Deptt

Hindu College ,Moradabad

Abstract:

At this time the corona virus epidemic has wreaked havoc on the whole world. Due to this Covid , not only has the public health system of all countries suddenly increased a lot. Rather, this pandemic has also raised the challenge of communication at a difficult time. Today social media has become the biggest medium of consumption of information. In such a situation, in times of crisis, direct communication between different groups, from the informer to the recipient of information, is extremely necessary to deal with the crisis. If the information is not clear, then we will continue to fight to deal with this epidemic. Concept of information education communication, Social behavior alter communication, social marketing usually technology and media is recapitulation. Unawareness with sociocultural, economic, health and psychological, factors can effective coconversation at every level. We summarized the structure for effective communication during pandemic. Understanding and practicing various communication strategies is crucial for physicians and health care workers to develop beneficial relationships with COVID-19 patients. Addressing psychology in all people is necessary during a pandemic and effective communication network is key to it. Effective communication,. if ignored, will generate gaps for populations and result in added complication in combating COVID-19 pandemic.

Keyword: strategies, epidemic, state government, covid-19

Introduction:

On 11 March 2020, the World Health Organization (WHO) declared Covid-19 a global pandemic. Because by that time the number of patients infected with the corona virus had increased thirteen times. Till that time only 62 cases infected with this virus were reported in India. This was only 0.05 percent of the total infected people in the world. Where on the one hand the World Health Organization and many European countries had understood the seriousness of this epidemic and had also assessed the resources needed to deal with it. But, by that time, India was taking a defensive position sitting on the edge of this ocean of crisis. It seemed that India was waiting for this catastrophe to come. The question is, did India delay in taking the necessary measures to deal with this epidemic?

In the early days of the outbreak of the new corona virus in India, the first infected states had adopted the method of information and communication about this epidemic at their own level. Whereas the central government

could not make a clear policy till that time as to what kind of nationwide policy it has to make to deal with this epidemic. It is clear that the coordination between the central and state governments regarding this epidemic could have been better.

Centre, State and Epidemic:

Different types of dialects are spoken in different regions of India consisting of 736 districts in 28 states and 8 union territories. Each region has its own distinct language and culture, which sometimes varies from state to state. In such a situation, communicating about this crisis became a very complex problem for India. The government of India not only had to communicate with 1.3 billion people. Rather, at the same time, the government had to prepare a system of special communication for every state, which could maintain the dialogue smoothly at the time of this crisis. The purpose of this communication was to reach the right information to every section of the society, especially the poor and marginalized people of the society in every state of the country. Whereas the central government could not make a clear policy till that time as to what kind of nationwide policy it has to make to deal with this epidemic. It is clear that the coordination between the central and state governments regarding this epidemic could have been better. The governments of different states had started adopting measures like curfew and imposition of section 144 to prevent the epidemic. At the same time, the first clear information about this from the central government came on March 19, when Prime Minister Narendra Modi in his address to the nation appealed to the people of the whole country to follow the Janata curfew on March 22. But, at many places in all parts of the country, a large number of people gathered to clap and ring the bell for five minutes. Its purpose was to honor the health workers fighting the epidemic. It was to encourage the policemen and the media.

It was to increase the value of people engaged in the performance of essential services. But, the way the crowd gathered in the name of clapping and ringing the bell, it became clear that there was no seriousness about social distancing among a large section of the people of the country.

There was so much enthusiasm in the country about clapping that during this time only the major news of the formation of the task force of economic response to deal with the corona virus epidemic under the leadership of Union Finance Minister Nirmala Sitharaman got suppressed. Two days later, Prime Minister Modi announced a complete lockdown for 21 days across the country. This caused a stir in many parts of the country.

People started hoarding by buying goods unnecessarily. Both the information given by the central government regarding this epidemic was very comprehensive symbolically. But they lacked clarity and detailed explanation. In contrast, many states including Kerala and Maharashtra had started implementing a comprehensive and comprehensive policy regarding the communication related to this crisis. The governments of these states were constantly communicating with their citizens. It was regularly giving data related to the epidemic. The governments of these states, through all the media, told their people what measures they are taking to deal with this epidemic. Seeing this dialogue between the people and the government, at times it also felt that the same

thing was being repeated again and again. For this reason, the possibility of creating an atmosphere of unnecessary fear among the public could be minimized. We are now in the middle of an ocean of crisis, the central government should now take this dialogue to a new level, which Under this, all the aspects of this crisis and the complex issues like the shortcomings of the health system can be talked to the public clearly.

It is also called Rhetorical Arena Theory of Dialogue. Under which different characters come together to communicate about a crisis. Under this principle, all the departments and people involved in dealing with the crisis communicate with the public in their own way in such a way that mutual coordination is maintained between them and the matter is not repeated. Nor did the public see contradictions in the communication. Such as central and state government officials, government organizations, teams engaged in disaster management, media representatives and non-government organizations, through constant consultations, sharing of data and discussions, make information related to the crisis accessible to the public. Such mutually supportive partnerships help in taking the conversation to the grassroots level. Due to this, the conversation moves in one direction and there is no contradiction in it from the small level to the wide level. At the same time, with mutual coordination, all these partners are able to keep the spreaders of fake news or rumours under control.

The need of the inclusive conversation:

Communication strategy in times of any crisis, especially public health challenge, proves effective only when accurate information is delivered to every section of the public. Since the word of communication is all-encompassing in itself, the interpretation of any information and how, it will be seen varies from community to community. Every department and group of people engaged in making information accessible to the people should prepare such an inclusive dialogue, which can reach every section necessary to deal with this crisis which can address the concerns of the people. This should be made keeping in mind the needs of every social and economic section. Since public discourse reaches people through different mediums.

In such a situation, it has to be ensured that it does not degrade or discriminate between any sections of the society. What is more important is that the announcements made by the government and its representatives should not adversely affect the behavior of citizens. For example, the Delhi government could not stop the migration of a large number of migrant workers from its state to Uttar Pradesh.

This crisis completely exposed the lack of essential elements in the strategy of the Delhi government to communicate with the people. On the other hand, Maharashtra Chief Minister Uddhav Thackeray gave information of trust on his behalf to the migrants living in his state. Uddhav Thackeray was successful in convincing these people that he would take care of their interests. For this, he announced the formation of security camps.

Such an inclusive strategy in the communication is in line with the guidelines of the World Health Organization, which have been issued in the name of International Health Regulation (IHR). Under which the governments

have been appealed to take special care of respecting human rights in the strategy of conversation. The experience of the COVID-19 pandemic tells us that laws need to be changed

The epidemic of covid-19 spread due to the new corona virus in India has raised alarm bells. This has exposed not only the shortcomings of the public health system of our country. Rather, it has also exposed the shortcomings of the legal framework related to risk communication and crisis management. The lockdown announced by the government across the country has been imposed under the Epidemic Diseases Act, a law of the era of imperialism. This law was made 123 years ago i.e. in the year 1897. Apart from this, the government has also taken the help of the National Disaster Management Act made in the year 2005 to legalize its announcement. However, both these laws do not explain how to communicate in times of crisis. Whereas in times of crisis, proper communication with the public is the most important element in disaster management. But, today the need of the hour is that changes should be made in both these laws at an accelerated pace. And these should also include measures for national disaster management. Today, the way the scope of digital means of communication has increased; it has become necessary that these elements should also be brought under the purview of the law. Apart from this, the World Health Organization should immediately change the International Health Regulation (IHR). And set the protocol for dealing with any crisis and dialogue related to risk. Policy makers should take inspiration from the Hyogo Framework.

Because in this framework, the complete action plan for its management during any disaster, has been explained in detail. It has been said in this framework that, 'A system of early warning should be developed, which is people centric. In particular, such systems should be developed, which warn the people on time in such a way that they can be understood by the general public, who are at risk from this crisis. In these mediums of communication, the issues related to different sections of the population, their sexuality, culture and livelihood should also be taken care of. It should also include guidelines that tell people what to do when they are warned.' Similar comprehensive and inclusive guidelines of public interest need to be legalized, so that the provision to deal with the crisis in India needs to be implemented. To be legalized.

However, it will take time to bring changes in the law. In such a situation, the Government of India and all the ministries related to disaster management should actively communicate with their counterpart departments in the states. Social organizations and civic groups should also be included in this dialogue. So that their means of communication can be strengthened. Information should be clear and accessible to the public. If we wait any longer, then every section of the society will be seen drowning in the flow of this epidemic. Choosing appropriate language and metaphors is also an important component of effective communication. What to do and what not to do?

Trust and Credibility

Do

- Acknowledge uncertainty; explain what is known/unknown
- Be honest and transparent; explain what actions are being taken and why
- Employ mechanisms of accountability
- Rely on messengers who are competent and experts in the field

- Be consistent in messaging

- Use simple messages

- Correct misinformation

Avoid

- Over reassurance

- Fostering unrealistic expectations

- Drawing too much attention to

Misinformation

Empathy

Do

- Acknowledge concerns, hardship and express understanding
- Express gratitude

Avoid

- Shaming and blaming people and Organizations

Values, Emotions, and Stories

- Militaristic analogies/metaphors that may breed fear and xenophobic sentiment

Do

- Focus on messages of solidarity, kindness, and love

- Appeal to “collective” good

- Link behaviours to people’s identities

- Focus on people adopting desirable behavior

- Outline/stories that contextualize risk

- Respect cultural beliefs/values

Avoid

- Drawing attention to undesirable behaviors

- Appealing to fear

Current scenario

The most important element in preventing the spread of the COVID-19 is to empower the humans with the right information. Today in the era of COVID-19 pandemic there may be an overabundance of information leading to 'infodemic'. During the pandemic there is a lot of fake information around therefore it is essential to have a dedicated COVID-19 information portal. India owns its devoted integrated COVID-19 web portal, authentic email ID, national and state wise helpline number, government social hub on whatsapp, twitter, fb, New Desk Telegram, instagram, twitter, linkedIn, and youtube. Government of India developed 'Aarogya Setu' mobile application aimed in proactively reaching out to and informing the users about risks, best practices and applicable advisories related to covid-19

The government modified the default cellphone caller tune in India from “tring-tring” to “cough-cough” followed by a message about coronavirus. This is a multilingual and understandable 30-second audio clip to create awareness among masses. This a practical application of data and education communication (IEC) strategies. Artwork with awareness messages on walls, roads and other common locations, images on social media, memes, newspaper clips are other examples of ‘IEC’.

Global social marketing is used in breastfeeding, private hygiene, immunization, Tobacco control and others. Presently in India social marketing is used by more than one multinational companies and brands to spread messages for ‘handwashing’, social distancing and restricted movement during covid-19. For example, “Sirf lifeboy nahii bulki kisi bhi sabon se haat doye”. On this video, a branded cleaning soap is advocating to clean hands with their soap or any soap available. Surf excel “Abhii ke liye! Daag Ghar Pr Rahenge”. In this video, a big branded washing powder is advocating social distancing. The video is acted via kids to give easy and clear messages to the youngsters’ audience. Another example is “Ghar baithe baithe kya hii kar sakte hai? Bahut kuch! Ab Tata Sky ke saath sikhiye aur seekhaye kuch.” This is motivating individual to be active and engaged in their homes during the period of covid-19.

Conclusion

Pandemic demands strengthening the personal relevance of powerful communications. It’s mandatory to prepare for a dynamic risk chance and uncertainty management in pandemic. To achieve this comprehensive framework for effective and integrated communications for covid-19, that is technology friendly is critical at a national level. Fulfillment in containment of covid-19 pandemic also mandates effective conversation and interpersonal skills of a doctor and different health care workers that consist of the ability to gather data to facilitate accurate diagnosis, proper advice for isolation and quarantine, offer clinical advice and develop relationships with patients. Individual should seek knowledge of covid-19 from reliable sources only and, specifically, to take practical action as per government recommend to make plans and protect very vulnerable populations.

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