

A STUDY OF THE EFFECTS OF MEDIA ON SOCIO-CULTURAL LIFE IN THE ERA OF COVID19

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Abstract

A mysterious outbreak of pneumonia in late 2019 was traced to a seafood wholesale market in Wuhan of China. Within a few weeks, a coronavirus tentatively named as 2019 novel corona virus (2019-nCoV) was announced by the World Health Organization. We performed sample survey on citizens of Kotma Tehsil during second wave of corona virus delta variant infection. Analyzing the socio culture of citizens in order to reconnecting the ancient home remedies and how false narrative can be tackled.

As socio culture is day to day happening in a life of an individual which includes food availability, dietary quality, normal daily activities, and access to recreational public settings, social activities. Historical data plays a crucial role in analyzing the degree of change of socio culture among population; this study is to evaluate the overall impact of COVID-19 on socio culture changes experienced by individuals of Kotma Tehsil of Madhya Pradesh district during the pandemic. The answers to the questions will establish a fundamental basis to develop appropriate recommendations for government and socio culture modifications of individuals during this point.

Keywords: Society; media; narrative; tradition; culture;

Introduction

One of the pandemics in the history of human development, COVID-19 has penetrated almost every country leading to numerous deaths. It causes respiratory problems, tiredness and fever. Although the spread of this disease is not known to be airborne, it can spread to another person through small droplets from when the nose or mouth of a person with COVID-19 coughs or exhales. These droplets may land on a surface which the other person may come in contact with and then consequently touch his eyes, nose or mouth, which could trigger the spread.

COVID-19 may be a global burden which continues to redefine daily socio culture-related habits during a significant manner because the pandemic progresses through its different phases. Public health recommendations and government measures taken to abate infection have indirectly impacted food availability, dietary quality, normal daily activities, and access to recreational public settings, social activities, work and financial security. These factors compound over time to transform socio culture-related behaviours, especially daily eating, activity and sleep behaviours that are known to be independent risk factors for metabolic complications such as obesity, diabetes and cardiovascular disorders.

Few preliminary studies from the west have highlighted a negative impact on various socio culture-related behaviours as a possible implication of COVID-19. However, these studies were done after the complete lockdown phase and suffer from methodological limitations like less representative sample and non-validated tools for data collection. Moreover, the interplay of the severity of COVID-19 infection with different social, economic and cultural constructs in determining the extent of changes in socio culture-related behaviours might vary from country to country. There is a scarcity of evidence that evaluates the effect of COVID-19 on socio culture-related behaviours in India. It is important to investigate some key questions such as which socio culture behaviours are most affected, how severe is the impact of COVID-19 on these behaviours, what the reasons for these changes are and which demographic section is the most impacted.

Fake news articles are intentionally and verifiably false designed to control people's perceptions of reality has been wont to influence politics and promote advertising. It has also become a method to stir up and intensify social conflict. Stories that are untrue which intentionally mislead readers have caused growing mistrust among citizens. In some cases this mistrust results in incivility, protest over imaginary events, or violence. This unravels the material of yank life, turning neighbour against neighbour. Why would anyone do this? People, organizations, and governments, foreign governments, even our own media groups and famous personality create turmoil using use fake news for two different purposes. First, they intensify social conflict to undermine people's faith within the democratic process and people's ability to figure together. Second, they distract people from important issues so that these issues remain unresolved. This section explores how fake news is used for distraction and intensifying conflict. Considering these questions, I undertook this study to evaluate the overall impact of COVID-19 on socio culture changes experienced by individuals of Kotma Tehsil during the pandemic. The answers to those questions will establish a fundamental basis to develop appropriate recommendations for the individual's traditional socio culture and cultural modifications.

A special study of Kotma Tehsil, will provide ground reality of the problems faced by local people which is part of Anuppur District, Madhya Pradesh. The local people are experiencing various socio-cultural problems during this global burden of Covid-19 also considering role of media to inform and aware people regarding of Covid-19. This research is done to investigate how life styles of people are being affected during lockdown, objectives are:

- Explore perceived socio culture changes after the outbreak of COVID-19 and the association with subjective well-being (SWB) among the general population in Mainland Kotma.
- To explore how people of Kotma challenged the false reporting made by media during second wave of corona.
- Find out the impact mass media on their mental health in day to day life.

Review of literature: The chapter talks about the various articles that were found relevant and constructive with regard to this study from different perspectives. Some of the articles

and reports facilitated for having an understanding about the topic that were very contradictory in the society and also they were providing practical analysis and suggestions related to Covid 19 and rumours that are reason for the panicked society.

In general, this exercise is an essential part of the study which supplemented with the additional knowledge from the various experts, virologist, and researchers etc, who contributed in this field of Corona virus a global pandemic.

COVID-19: Today everyone knows that the Corona virus disease was outbreak from Wuhan, China Last December 2019 and initial January 2020. With this article, we get to know about similar kind of outbreaks namely SARS-CoV (2003) & Middle East Respiratory Syndrome Corona virus- MERS -CoV (since 2005). Corona virus is not just single virus it is group of virus belonging to coronaviridae Family; sized 65-125 nano metre in diameter which is single stranded RNA virus (Rana, 2020).

This article's deals about, strengthening public distribution system so that people can follow social distancing rather roaming out to satisfy the daily need of food ,hunger. Journal pre-proof (Insight into 2019 novel Corona virus an updated interim review and lessons from SARS-CoV and MERS-CoV.This article deals with the origin of the outbreak and its treatment (Bauch, Lloyd-Smith, Coffee, & Galvani, November 2005).

In December 2019, a pneumonia outbreak of an unknown etiology happened or took place in Wuhan, who buy province of China which spread rapidly. CCDC (Chinese centre for Disease Control and prevention), termed a novel beta Corona virus as 2019-nCoV locally. In official term it is named as SARS-CoV2 (Severe Acute Respiratory Syndrome Corona virus2) which is the reason for today's pandemic (Jasper Fuk-Woo Chan, 2020). It was the 3rd zoonotic Corona virus outbreak in the last two decades off 21st century. This article clarifies Corona virus region that belongs to sub family or the corona virinae which mainly causes respiratory and gastrointestinal tract infection. With the result of genome sequencing 2019 -nCoV It is almost 98% identical to bat SARS -LIKE - CoVZXC21, Approximately 82% identical to human SARS-Cov and about 50% identical to MERS -CoV(Alaa Badawi, 2016).

Both the MERS and SARS CoV Where transmitted from bats to humans via dromedary camels, it is said that there will be surely another animal probably acting as an intermediate host between bat and human, this suggested name is pangolins Because their genome is approximately 85 to 92.4% similar to 2019-nCoV And in other researchers it is suggested that 2019 -nCoV was the recombinant virus of bat Corona virus and snake Corona virus. Truth is yet to be discovered.(Alaa Badawi, 2016, pp. 791-801)Till the testing for successful vaccine is not come out with 100% result successful health tactics shall be approached like washing hands, sanitizing, social distancing, isolation as the incubation period for the COVID-19Corona virus is high(World Health Oraganiztion, 2021).

What is Corona virus?

Corona viruses are a family of viruses that can cause respiratory illness in humans. They get their name, "corona," from the many crown-like spikes on the surface of the virus. Severe

acute respiratory syndrome (SARS), Middle East respiratory syndrome (MERS) and the common cold are examples of Corona viruses that cause illness in humans.

The new strain of Corona virus, COVID-19, was first reported in Wuhan, China in December 2019. The virus has since spread to all continents (except Antarctica) how does the new Corona virus (COVID-19) spread from person to person?

COVID-19 is likely spread: When the virus travels in respiratory droplets when an infected person coughs, sneezes, talks, sings or breathes near you within six feet. This is thought to be the main way COVID-19 is spread. When the virus travels in small respiratory droplets that linger in the air for minutes to hours from an infected person who is more than six feet away or has since left the space. This method of spread is more likely to occur in enclosed spaces with poor ventilation. From close contact (touching, shaking hands) with an infected person. By touching surfaces that the virus has landed on, then touching your eyes, mouth, or nose before washing your hands. (Not thought to spread easily by this method.) COVID-19 enters your body through your mouth, nose or eyes (directly from the airborne droplets or from transfer of the virus from your hands to your face). (World Health Organization, 2021) The virus travels to the back of your nasal passages and mucous membrane in the back of your throat. It attaches to cells there, begins to multiply and moves into lung tissue. From there, the virus can spread to other body tissues. Governments, health agencies, researchers and healthcare providers are all working together to develop policies and procedures to limit variability of this virus both globally and from individual to individual.

Symptoms of corona virus: The CDC says you may have Corona virus if you have these symptoms or combination of symptoms. Fever or chills, cough, Shortness of breath or difficulty breathing, tiredness, muscle or body aches, headaches, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea, additional symptoms are also possible. Symptoms may appear between two and 14 days after exposure to the virus. Children have similar, but usually milder, symptoms than adults. (www.my.clevelandclinic.org, 2020) Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes are at higher risk of more serious complication from COVID-19.

COVID-19 is diagnosed with a laboratory test. Your healthcare provider may collect a sample of your saliva or swab your nose or throat to send for testing. In today's time of global pandemic it is difficult to say that this Corona virus is biological weapon or a natural outbreak and the major issue is there is no vaccine or medicine available which is 100% effective on this Corona virus if we see the current situation just like American government India serum institutes and various Research Institute which are producing Corona virus vaccines, they are seeking help from World Health Organization to not to remove patent from their vaccines also they are saying that they won't research again if the world encounter with the pandemic in future which can be very dangerous and also a problem arises if in case patent and from the companies have been removed from vaccine and the processor may distributed among other companies it will be very challenging too identify the original vaccines and the duplicate vaccines it may be also harmful for countries population during the time of

lockdown many news in bulk is flooded in social media which are fake and people are being stressed and panic after reading this it is very important to control the flow of fake messages from social media and other platforms and to convey the appropriate messages so that harmony of the society as well as government authorities can control the situation which is going worst day by day.

Socio culture: Lifestyle is the typical way of life of an individual, group, or culture. The term was originally used by Austrian psychologist Alfred Adler. The term was introduced in the 1950s as a derivative of that of style in modernist art. (mbsport.lv) The term refers to a combination of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e. an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such personal values, preferences, and outlooks. In geographical terms, a rural environment as opposed to an urban metropolis would yield different results. This factor is most important as even within the urban scope a particular neighborhood acts as a determinant due to varying degrees of affluence and proximity to open spaces. For example, in areas within a close proximity to the sea, a surf culture or lifestyle is often present. (eduladder) The concept of lifestyle management has developed as a result of the growing focus on lifestyle. Lifestyle plays a crucial role in maintaining flow to socio cultural aspects. To study something historically means to study it in the process of change; that is the dialectical method's basic demand. To encompass in research the process of a given thing's development in all its phases and changes—from birth to death—fundamentally means to discover its nature, its essence, for it is only in movement that a body shows what it is. Thus the historical study of behavior is not an auxiliary aspect of theoretical study, but rather forms its very base. (Vygotsky, 1978) Sociocultural theory is considered as primarily a developmental theory. It focuses on the change in behavior over time, specifically on changes that occur as individuals mature from infancy, to childhood, to adolescence, and finally to adulthood. The theory attempts to explain unseen processes of development of thought, of language, and of higher-order thinking skills with implications to education in general and is especially valued in the field of applied linguistics. (Vygotsky, 1978, p. 90) Therefore learning is a necessary and universal aspect of the process of developing culturally organized, specifically human, psychological functions.

In present world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to recollect that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and cause you to feel happier, healthier, and more positive. Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel more lonely and isolated—and exacerbate mental health problems like fear of missing out(FOMO), anxiety, depression Your heavy social media use might be masking other underlying problems, like stress, depression, or boredom. If you spend more time on social media when you're feeling down, lonely, or bored, you may be using it as a way to distract yourself from unpleasant feelings or self-soothe your moods. While it is often difficult, initially allowing yourself to feel can open you up to finding healthier ways to manage your moods.

Since it's a relatively new technology, there's little research to establish the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts (Lawrence Robinson and Melinda Smith, 2020)

Research Design: A research design is a systematic plan to study a specific problem. it constitutes the blueprint for the collection, measurement and analysis of data. A research design is the programme that guides the investigator in the process of collecting, analyzing and interpreting observations. A research design is indispensable for a research project. (libguides.alfaisal.edu, 2020)

It is not a precise and specific plan like a building plan to be followed without deviations, but rather a series of guidepost to keep on going in right direction.

It is tentative plan which undergoes modifications, as circumstances demand, when the study progresses, new aspects, new conditions and new relationships come to light and insight into the study deepens. (Karade, 2012)

Exploratory design is preliminary study of an unfamiliar problem about which the researcher has little or no knowledge. It is similar to a doctor's initial investigation or for patients suffering from an unfamiliar malady for getting some clues for identifying the problem or disease. It is ill-structured and much less focused on predetermined objectives. The study does not aim at testing Finding. It is necessary to get initial insight into the problems for the purpose of formulating them for more precise investigation. Purpose of using exploratory design is to generate new ideas, to increase the researcher's familiarity with the problem. To make a precise formulation of the problem and to gather information for clarifying concepts

Historical study is a study of past record and other information sources with a view to reconstructing the origin and development off an institution or a movement or a system and discovering the trends in the past.

It is descriptive in nature. The induction of principles through research into the past and social forces which have shaped the present, its objective is to draw explanations and generalize actions from the past trends in order to understand the present and to anticipate the future.

The past contains the key to the present and the past and the present influence the future.

Historical study helps us in visualizing the society as a dynamic Organism and its structure and functions as evolving. These sources of data for historical research consist of witness's accounts narrated by an actual observer or participant in an event, oral testimony by elders, the records and other documentary materials and Relics.

Using research design: The present study was conducted in Kotma Tehsil. To fulfill the purpose of the study exploratory research, and historical research is used.

This research adopted historical method to show the economic status people residing in Kotma Tehsil, district Anuppur and changes from past to present. Both primary and secondary data had relied. Secondary data for historical information for this study. Matthew and to analyze the facts, descriptive methodology is used. Exploratory research is used to investigate the mass media approach and the effect of COVID-19 in the people of Kotma Tehsil.

Tools used for data collections are the structured questionnaire was scheduled to collect the primary data. it contains 50 questions in which maximum are closed ended question and rest are open ended question. The research area is Kotma Tehsil Which is further divided into 5 parts for survey

- Kotma
- Badra
- Bhalumada
- Jamuna
- Govinda

This classification of area will help to take the response of sample in an easy way. Random sampling process has been used because to survey every single person of this area will make the research and analysis difficult so 50 samples are representing the population.

For secondary source of data review of literature, news articles, interviews, research papers has been used.

Observation means viewing or seeing. We go on observing something or other while we are awake. Most of such observation is just casual viewing. It is a classical method of scientific study, plays a major role in formulation and testing Finding in social Sciences. Majorly there are two types of observation personal observation, group observation. Personal observation has two components that is control observation and uncontrols observation. Under UN control observation there are three components namely participant, non-participant and half participant.

Advantages of Observation are the mean virtue of observation is it's directness it makes it possible to study behaviour as it occurs. Data collected by observation made describe the observed phenomena as they occur in their natural setting. It is more suitable for studying who are unable to articulate meaningfully, Example studies of children, animals and birds. Observation improves the opportunities for analyzing the contextual background of behaviour, makes it possible to capture the whole event as it occurs.

Observation is less demanding of the subjects and has less biasing effect on their conduct then does questioning. Limitations of Observation is no use of studying past events or activities. One has to depend upon documents or narrations by people for studying such things. It is not suitable for studying opinions and attitudes. However, an observation of related behavior efforts a good clue to the attitudes, poses difficulties in obtaining a

representative sample, it cannot be used as and when the researcher finds it convenient to use it.

Observation is a slow and expensive process, requiring human observers and costly surveillance equipments.

Interviewing is one of the prominent methods of data collection. It may be defined as two way systematic conversation between an investigator and an informant, initiated for obtaining information relevant to a specific study (ramauniversity). It involves not only conversations but also learning from the respondent's gestures, facial expressions, and pause. And his environment Interviewing requires face to face contact or over telephone and calls for interviewing skills. It is done by using a structured schedule or an unstructured guide. Importance of interviewing is the only suitable method for gathering information from illiterate or less educated respondents. It is useful for collecting a wide range of data from factual demographic data two highly personal and intimate information relating to a person's opinion, value; believe, past experience and future intentions. It permits probing into the context and reasons for answers to question.

Advantage of using interview is the greatest value of this method is the depth and detail the interviewer can do more to improve the percentage of responses and the quality of information received than the other method, the interviewer can gather only supplemental information like economic level, living conditions, the interviewing can use special scoring devices, visual materials and like in order to improve the quality of interviewing. Interviewing is not free from limitations. its greatest drawback is that it is costly both in money and time. The interview results are often adversely affected by interviewers mode of asking questions and interaction, and incorrect recording and also be the respondents called perception,, fault memory, Inability to articulate. Certain types of personal and financial information may be refused in face to face interviews, interview poses the problem of recording information obtained from the respondent. No fool proof system is available. It calls for highly skilled interviewers. Availability of such persons is limited and training of interviewers is often a long and costly process. So telephonic interview was done.

Data for the study was collected with the use of questionnaire and telephonic interview. Data obtained where analyzed using pie charts and graphs. The researcher observed that in Kotma Tehsil, district Anuppur almost all the people have connectivity through electronic media like Radio, TV, and Smart Phone. The internet Connection is good that act as boon in this pandemic. Media has both positive and negative influence over the residents during this pandemic. The researchers observed that media influences behaviours and attitude almost all the varied groups. As result different people have different opinion about COVID-19 their effects and the role of media. During filled survey, the researchers found that educated individuals are most likely to use media such as newspaper magazines and they trust less on social media messages that can destroy the harmony of this society during this pandemic.

The study focuses on media role to create awareness regarding sanitization, and to aware people regarding the government initiative like Arogya Setu app, Digital cartoons promoting traditional aspects of living and required information to fight against COVID-19.

Sampling: Sampling of the study is a Part of a population that act as a representative in regard to overall population in which research is done is known as a sample. The process of drawing a sample from a larger population is called sampling. the list of sampling units from which a sample is taken is called sampling frame like map, telephone directory, a list of industrial undertakings, occupation educational qualification and many more.

The Chief aim of sampling is to make an inference about a unknown parameter from a measurable sample statistic. The second aim of sampling is to test us statistical Finding relating to population. Its Characteristics are Representativeness, Accuracy, Precision, and Size

Advantages of Sampling reduce the time and cost of research studies. Sampling saves Labor. A small list office required both for fieldwork and for processing and analyzing the data. The quality of a study is often better with sampling than with a complete coverage sampling provide much quicker result than does a census. Sampling is the only procedure possible, if the population is large. Sampling demands a thorough knowledge of sampling methods and procedures and an exercise of greater care, otherwise the result obtained may be incorrect or misleading. When the characteristic to be measured occurs only rarely in the population. A complicated sampling plan may require more Labour than a complete coverage.

Population – population of Kotma Tehsil has been categorized by the method of simple random sampling (50 units), the population of this study is all person that comes under 16-70 year old In the area and for convenient and affordability sample sizes kept 50 people, to investigate the impact of COVID-19 in the life of common people of Kotma Area. After identifying the sample, simple random sampling is being used to select the sample from the target population. The present study was conducted in Tehsil. Both survey and interview method where employed in this empirical study. observation participant and in depth interview techniques have been followed to collect the primary data by doing in depth filled inquiring among the variety people or residents of this area structured interview schedule with questionnaire where utilized as the tool of primary data collection.

The researchers had relied both primary sources of data as well as secondary sources for collection of data. Primary data has been gathered from survey and interview method. Questionnaire containing 50 questions were asked from the residence of Kotma Tehsil also observation participant and in-depth interview techniques have followed to collect the primary data by doing in depth filled inquiry as well as online survey among the resident of Kotma Tehsil. Government websites, newspaper articles, research papers and online materials available where used a secondary data.

Findings: This research was conducted over 50 people which were acting as the sample of the universe of this research with different age groups and with the following responses it was found that out of 50 people 22 were female and 28 where male respondent there was not a single person coming under the other category. The right cast of People responded. This research was conducted with the questionnaire of 50 questions through online and offline survey, also due to COVID-19 pandemic it was not possible for the full survey so, in cases where people are not using Internet and are far away from researchers reach telephonic

interview was conducted. From the above survey it was found that maximum people of Kotma are suffering from major problems and their life is affected due to Covid-19. Some have lost their jobs some are searching for food and this survey help knowing that the medical condition other area is not well functioning also many people are still not having right and appropriate information and source of information regarding Covid-19. This survey helped in receiving suggestions from the people they want to be applied in the society and the most common suggestion was that government should have to look after and help poor people of the Kotma tehsil who are not willing to have one time meal. Education system have to be alert regarding their practices and people also need some temporary campaign that can help people to distinguish between true and fake news of Covid-19 and their safety measures. This approach was upon 50 units of people who responded very efficiently.

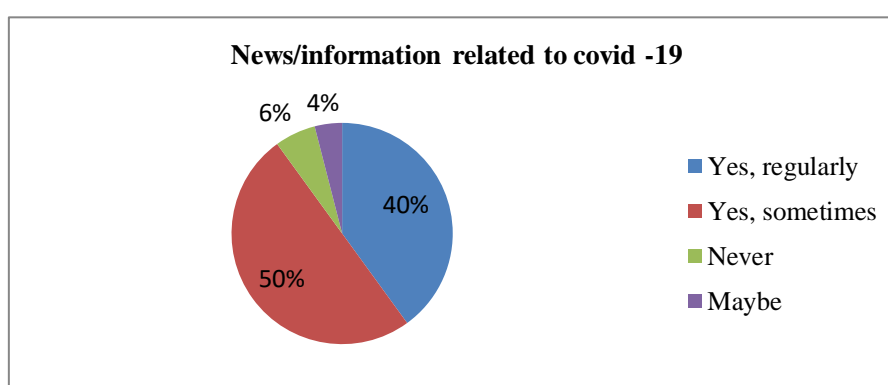


Figure 1 Do you watch news/information related to Covid -19

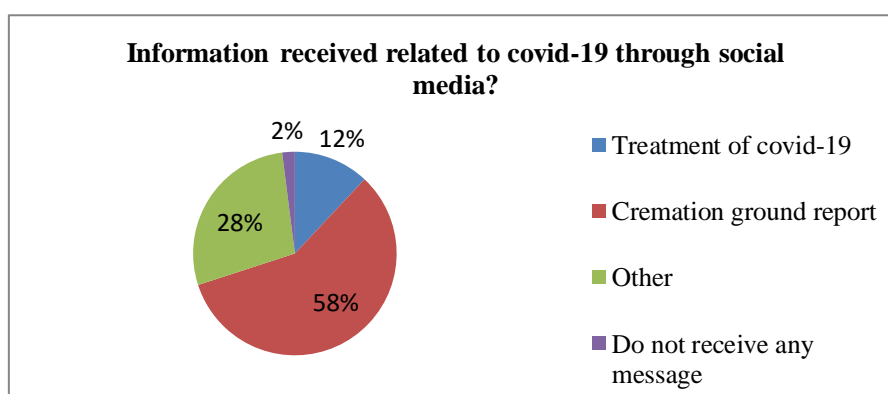


Figure 2 the type of information you receive related to Covid-19 through social media

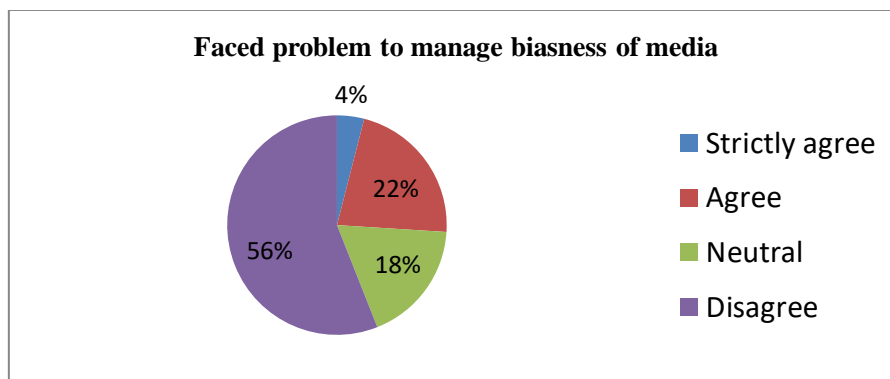


Figure 3 Due to lock down your family or neighbors faced problem to manage biasness of media

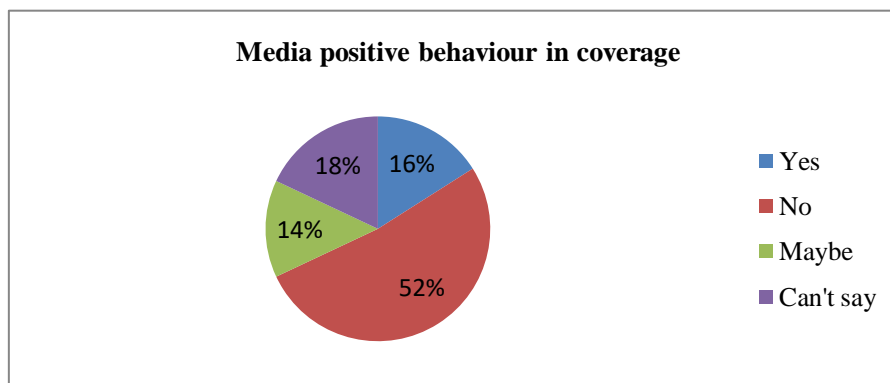


Figure 4 During Pandemic media reflected its positive behavior in coverage

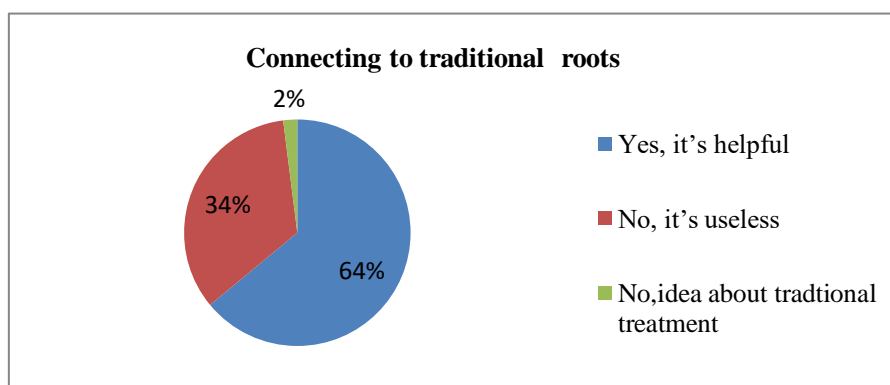


Figure 5 Traditional home treatment helped you to connect your Traditional root

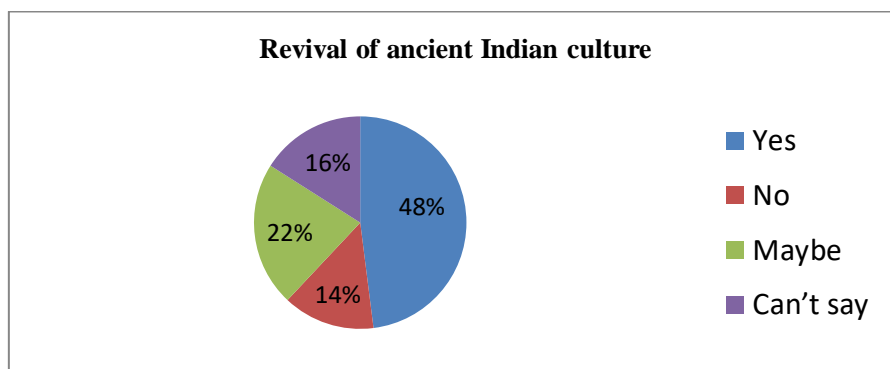


Figure 6 Covid-19 helped in revival of ancient Indian Culture

The following findings are:

Finding 1- Do you watch news/information related to Covid -19?

With this research finding proves to be correct that second wave of global pandemic has left deep impact on the people of Kotma Tehsil. Many are stressed that how will they manage their positive mental status during lockdown, as more than 90% citizens watch news or have access to the information related to this pandemic either it's in form of awareness content or fake news and pandemic information's.

Finding 2- Information related to Covid-19 through social media

With this research we find it that 58% citizens have been exposed to cremation ground report which was horrible and has created mental uneasiness. Among 50 people, 12% people have agreed that people of Kotmagot information about treatment of Covid-19 on Media platform. It represents that media had made itself as a personalized doctor of individual. People also said that many families have stopped watching television in the fear of getting affected of mental uneasiness, it shows that finding satisfies.

Finding 3- Due to lock down your family or neighbours faced problem to manage biasness of media

For testing this finding question was asked, about 56% said that have easily encountered the biasness of media report in digital as well as print media. While 22% faced problem and there was terror among this range, they have encountered many uncomfortable conditions due to baseless and biased news on covid-19 and its management.

Finding 4 – During Pandemic media reflected its positive responsible behavior in coverage.

While serving it was found that 52% of samples think that media behaviour wasn't positive during reporting of news related to pandemic, the news of flowing dead bodies, cremation ground and exaggerating these types of news was at its peak during second wave pandemic.

However 16% feels that media showed its positive attitude, it's the truth that government is hiding. 14% were unable to decide whether media showed its responsibility and sensibility in coverage of Covid-19.

Finding 5- Traditional home treatment helped you to connect your Traditional roots.

When samples were asked about traditional home remedies 64% said yes this pandemic has allowed them to reconnect to their traditional roots, by practising Yoga, in order to boost immunity levels. Some of other ancient remedies like drinking warm water all day; using turmeric, cumin, coriander and garlic in food; eating Chyavanprash everyday in the morning etc.

While 34% believes that ancient tradition has nothing to do with pandemic and all ancient system is fraud except modern medicine. Most amazingly 2% have no idea about ancient home remedies.

Finding 6- Does Covid-19 helped in revival of ancient Indian Culture

India has always been a powerhouse of rich cultures and these traditions dating back to thousands of years. These cultures and traditions ultimately gave birth to different aspects of life from folding hand in order to greet, 48% people believe that because of covid-19 there is revival of ancient Indian culture like reading religious books, storytelling and ancient home remedies etc. While 14% don't feel there is any revival, they believe only external cultural festival is key of Indian culture.

Summary

In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph then the radio the newspaper and magazines, television and now the internet. We live in a society that depends on information and communication. As culture is defined as the belief, values and other frameworks. It also concerns how we communicate these values and ideas. Mass media are centrally involved in the production of modern culture. it was found that watching television has changed their minds at in some cases like previously they used to give the traditional home remedies not followed anymore today, they also allow their children to have junk foods which doesn't belong to this tradition. The mass media include newspaper, magazines, radio, internet, etc. media communicate information to a large sometimes global audience. Media literally mediate our relationship with social institutions. Media is part of routine relations with the family and friends. Media have an impact on society not only through the content of the message but also through the process. Media play many different roles for the audiences; it is a source of entertainment and information. The media influence has grown exponentially with the advance of technology first there was the telegraph, then the radio the newspaper and magazines television and now the internet.

Conclusion

When people of Kotma theshil, were asked about different sets of questions and telephonic interview about the role of media, their representation as sensible media groups and about reconnecting of individuals to their ancient culture. It was found that local government bodies were not loyal to their responsibility of busting the myths, spread by media houses. On one hand the authentic sources providing approved ways for the prevention from corona virus and the proper awareness among people on the other hand some an authentic resources were playing the role of curse among the area as they were providing incompetent information and wrong information's due to which a great confusion was created among them and people were not sure about where to believe in where not.

Some government advertisements played a crucial role by spreading awareness among people for authentic news and information they have to follow government approved media and resources only.

As Ministry of AYUSH and Prime Minister Narendra Modi constantly promoted home remedies uses and distribution of ayurvedic kwath taken place at different NGO's and Sewa samitis. Yoga is referred to be the heart of all Hindu cultures and traditions and is being followed by almost all nations, during second wave of COVID-19, largely affecting people with low immunity levels which are making the disease easier to conquer their bodies and therefore, it was necessary to boost immunity levels through yoga. Some of other ancient traditional home remedies including drinking warm water all day; using turmeric, cumin, coriander and garlic in food; eating Chyavanprash everyday in the morning (sugar-free for diabetics); drinking herbal tea twice a day with basil, cinnamon, black pepper, dry ginger, raisin; taking half tablespoon of turmeric with a glass of hot milk was used by citizens across this tehsil.

Another one of such advisories against coronavirus is to wash hands for at least 20 seconds with water or with alcohol, which kills the germs effectively. Hinduism embodies certain ways to sustain health and hygiene. In Hindu tradition inculcate washing hands and keeping them clean on a regular basis. The same has already been recognised by the World Health Organization (WHO) where it has stated that washing hands on a regular basis is being followed by Hindus and is part of the Hindu fundamentals, in order to prevent the spread of diseases and with the principles of non-violence ('ahimsa') and care for others' well-being ('daya'). Therefore, in the current pandemic, it is necessary to wash hands every hour or two, before and after meals, after touching any surface or a person at a public place, etc.

News article that are intentionally and verifiable false designed to manipulate the people's perception of reality, which had been used to influence politics and emotions of common people. In second wave its clear how media had intensified uneasiness and terror among individuals of this country.

As time passed, the knowledge, wisdom, beliefs, traditions and ethics that have been duly passed down through generations in many forms and they have represented Indian culture before other nations not as a mono-religious country but as a nation with the freedom to

choose and follow any traditions and beliefs laced with morals. Majority of samples believes that such ancient cultures and traditions have time and again helped an infinite number of people fight against all sorts of evils, tangible and intangible, mental and physical, and have aided them to rise from the ashes. These cultures and traditions have been continually reinforced by Hindus and even people from other religions in their everyday life.

However, there is need to have watchdog over vulture coverage of media across the world.

Limitations of the study: The outbreak of COVID-19, phase two was more dangerous and advanced. It was highly cautious to conduct field visit and interact with the local residents was not safe also not possible due to the strict guideline of lockdown. Also the researcher cannot wait to the reopen of the lockdown because of short Period of time remaining and considering the convenience of the guides and the environmental factors with the few exception online questionnaire method or survey was used.

Recommendations

Government can act more actively in busting myths. There must be a watchdog for fake news and false narrative set by media as well as for social media platform. It can help in controlling situation of panic and mistrust. Dying traditional culture must be revived or preserved at any cost, as these cultures flourished and survived for many centuries.

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