

## EFFECTIVE COMMUNICATION APPROACHES WORKS AS MEDICINE TO SAFEGUARD LIFE ON EARTH: A STUDY IN CONCERN WITH NOVEL CORONA VIRUS (COVID-19)

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### ABSTRACT

The term Covid-19 which refers to a Novel virus, creates deep impact on the mindset of human beings to rethink about one's activities on planet. During this critical situation when most are indulged and involved in finding the causes and solution of the problem, a very different aspect catches my attention and that is effective communication approaches added through innovative techniques by leaders, hundreds of creative people and think tanks whose efforts resulted as information medicine to protect life and economy which is in danger at the time of rapidly increasing Novel Corona Virus (Covid-19). Some of the communication techniques introduced and liked by millions of people around the world are Clapping Act, Banging of Thali at the door steps or at roof tops, Lightening of Lamps, Candles, Flash Lights of Mobile Phones, efforts of global leaders along with Video Conferencing by the Indian Prime Minister Mr. Modi and the announcement of lock down to break the chain of spread of Corona virus. The research methodology opted to assess these communication channels and its approaches, media sources and innovative techniques is based on observation, interpretation and analysis on primary and secondary phase. As a result, we have seen the control over COVID-19 up-to some extent, the controlled death rate and economy level in positive numbers. The outcome of this paper suggests that the information spread through various effective communication approaches along with media sources works as information medicine to safeguard life on Earth in context with the COVID-19 pandemic.

**Key Words:** COVID-19, Communication Approaches, Media Study, Information Medicine.

### INTRODUCTION

Communication approaches helps in gathering, spreading information and awareness to a group of people or society at a large. But the question arises, are the uses of communication approaches limited up-to these? Or in real sense can we really see their profound impact in any other ways? This is what the analysis done during the study of COVID-19 which resulted in a unique conclusion that these are the effective tools which works on all the spheres of life by collating, creating, providing information, awareness and also by helping to control the crisis situation with phases of activity whether on social, national or global level. For example: To Control over spread of harmful virus, death rate at the time of epidemics like COVID-19, balancing or maintaining economy etc. with do's and don'ts, and providing factual data and numeric results etc.

A study in concern with the COVID-19 proves the effectiveness of communication

approaches during the pandemic situation so strongly that no one can deny its usefulness. If we keep aside the tools of communication process, we can't even imagine the increased number of death cases on global level. The COVID-19 virus was originated in Wuhan, China, in December 2019. The disease was named, the "novel corona virus" by the International Committee on Taxonomy of Viruses (ICTV).

The World Health Organization defines Corona viruses as, "A large family of viruses that cause illness ranging from the common cold to more severe diseases. (1)" On 11<sup>th</sup>, February, 2020 WHO named the disease Covid-19 and till today the information is not furnished completely about this. In the wake of a Novel Corona virus, the latest viral message by social media is about an Indian authors' Zoology book by Dr. Ramesh Gupta, "which allegedly published the vaccine for novel Corona virus years ago. In concerned with this the fact checking report published on

an online portal that lacks the afore mentioned claim. The viral page talks about the causes behind the common cold and elaborates further on the same. The book claims that 75% of common colds are caused by the Rhinovirus and the rest 25% is caused by the Coronavirus. In the next paragraph, the writer also mentions the treatment for the corona virus and lists them as 'Aspirin, Anti-Histamines and Nasal Spray. (2)" The disease was first emerged in Wuhan the provincial capital of China's central Hubei province. "The Chinese doctor Li Wenliang, 34-year-old an ophthalmologist at the Wuhan Central Hospital, first told his friends about a viral infection spreading through the district via private message as early as December 30, 2019. He was the first to report about the virus. He also told other doctors through a chat on the Chinese messaging app WeChat that seven patients admitted in his hospital were exhibiting SARS-like symptoms. But while treating a patient affected with Corona virus, the infection was also transmitted to Li and he died five days later. (3)" Afterwards his death the disease spread rapidly. Soon the news spread all over the world through different sources of communication that most of the countries are grabbed under a seivour epidemic called COVID-19.

The strategic communication (whether directly or indirectly) about Novel Corona Virus (Covid-19) added new chapters of

communication management like lightening of Traditional Diyas, Lamps, Candles, Mobile lights and art performances by the artists from their home balcony to maintain social distances and to appreciate the work of all Corona Fighters who work in high risk of life. If one will read these statements carefully will come to know that the amalgamation of innovative techniques of messaging as discussed above, along with the appropriate communication channels, it's easier to find out the ways and to get rid of the terrific problems and situations smoothly. The outbreak of Corona virus disease has generated global, social, economic and other issues to think over and simultaneously created a deep impact in day to day life. But the strong communication theories and media played a vital role in shaping the lives of human beings both as an individual and as a citizen during this pandemic situation.

However, this is not the first time that a disease has caused such a panic situation across the world but now a days with the help of more developed communication techniques the panic situation also received the massive support of common people whether it was lock down during COVID-19 or quarantine . The diseases like Cholera, plague, chicken pox, influenza have been among the biggest viruses in human history. These diseases have killed approx. 30 to 50 crore people. Let's look on some of the global epidemics in history in brief from the following table:

Sr. No.	Viruses	Timeline of epidemics	Origin Country	Estimated Death (Approx.)	Causes of Viruses
1.	Plague <ul style="list-style-type: none"> <li>• Antonine Plague</li> <li>• Bubonic Plague &amp;</li> <li>• The Black Death</li> <li>• Pneumonic Plague</li> </ul>	430 BC to 1994	China	During the fourteenth century, causing an estimated 50 million deaths, approximately half of them in Asia and Africa and the other half in Europe	<b>Plague</b> is caused by the bacterium, <i>Yersinia pestis</i> . Humans usually get plague after being bitten by a rodent flea that is carrying the plague bacterium.
2.	HIV AIDS (Human immunodeficiency virus infection and acquired immune deficiency syndrome (HIV/AIDS))	1981 to 2019	Central and West Africa.	The estimated 770 000 [570 000–1 100 000] people dying from HIV globally in 2018 were 56% fewer than in 2004 (the peak) and 33% fewer than in 2010	<b>HIV causes AIDS.</b> The virus can be transmitted through contact with infected blood, semen or vaginal fluids. Within a few weeks of HIV

					infection, flu-like symptoms such as fever, sore throat and fatigue can occur.
3.	Cholera (Other Names: Asiatic cholera, epidemic cholera)	1642-2009	India	Since the beginning of the millennium reported figures range between 2000 and 6000 deaths every year. However, it is estimated that in reality 120 000 people die of cholera each year	A bacterial disease-causing severe diarrhoea and dehydration, usually spread in water.
4.	Flu pandemic (4 Influenza pandemics) <ul style="list-style-type: none"> <li>Spanish Flu</li> <li>Asian Flu</li> <li>Hong Kong Flu</li> <li>Swine Flu (H1N1) Pandemic</li> </ul>	(1918-1920)	Originated in Spain, but scientists are still unsure of its source.	Spanish flu 20 million–100 million deaths (111–555 deaths per 10,000 persons)	<b>The Spanish flu</b> was an unusually deadly influenza pandemic. it infected 500 million people – about a third of the world's population at the time
		(1957-1958)	China China	Asian flu 0.7 million–1.5 million deaths (2.4–5.1 deaths per 10,000 persons)	<b>Asian flu</b> , was a global pandemic of influenza A virus subtype H2N2 which originated in Guizhou, China
		(1968-1969)	Mexico	Hong Kong flu 1 million deaths (2.8 deaths per 10,000 persons)	<b>The Hong Kong flu</b> It was caused by an H3N2 strain of the influenza A virus, descended from H2N2 through antigenic shift, a genetic process in which genes from multiple subtypes reassorted to form a new virus.
		(2009-2010)		Swine flu infected nearly 61 million people in the United States and caused 12,469 deaths. <sup>2</sup> Worldwide, up to 575,400 people died from pandemic swine flu.	<b>Swine flu</b> A human respiratory infection caused by an influenza strain and still circulates as a seasonal flu virus. Swine flu is caused by the H1N1 virus strain, which started in pigs.

5.	EBOLA	(1976 - 2014)	South Sudan	28,646 cases, 11,323 deaths	<b>EBOLA</b> virus that causes severe bleeding, organ failure and can lead to death.
6.	MARBURG (Other Names: <b>Marburg virus</b> (MARV; previously MBGV) <b>Ravn virus</b> (RAVV; previously MARV-Ravn)	(1967- 2017)	Germany	Approx 380 Peoples died.	Most Marburg virus infections were repeatedly associated with people visiting natural <b>caves</b> or working in <b>mines</b>
7.	MERS-CoV Middle East Respiratory Syndrome	2019	Saudi Arabia	1,879 symptomatic cases, 659 deaths	MERS or EMC/ 2012, is a species of coronavirus which infects humans, bats, and camels.
8.	SARS (Severe Acute Respiratory Syndrome)	(2002- 2003)	China	8,098 possible cases, 744 deaths	A contagious and sometimes fatal respiratory illness caused by a coronavirus.
9..	Chikungunya	(1952- 2011)	Africa	Out of 410 in patients, 39 <b>died</b> within 28 days with a case fatality rate of 9.5%. <b>Mortality</b> was found to be more prevalent among men (82%) than women (18%) and 84.6% were elderly.	A viral infection transmitted by mosquitoes.
10	Polio	(1940- 1950)	Pakistan re-infecting China	Polio would paralyze or kill over half a million people.	Now, controlled but not completely eradicated.

**(Note:** Information filled in the above table is compiled after studying various sources of information from multiple websites on Google)

Apart from the viruses discussed above there are many other human and animal viruses. Those who have witnessed, faced or studied about such viruses or did the observation carefully they will understand more the importance of communication approaches in this globalized, modern and High-tech world. So, this paper answers to the questions whether the information spread through various Effective Communication approaches works as information medicine to safeguard life on Earth? Is it possible to timely reduce multiple losses in various sectors and to balance economic crises on earth within short span of time with the help of such gathered information? Will conversion of traditional

approaches of information into High-tech media and involvement of AI (Artificial Intelligence in technology) overcomes as fire protection suit if world is burning in fire like epidemic or other such crises. “The implementation of artificial intelligence (AI) has become mainstream in the development of social media due to its advantages of automatic data processing, content generating and efficient interaction with customers, the AI becomes the main factor... especially when we know the resent statistics, according to Statista (2017). Furthermore, a statistical survey (Hoot suite, 2019) showed that the total number of people using social media on their phones has increased over the years. (4)”

## **AIMS AND OBJECTIVES**

This paper sheds light on the importance of communication approaches and gathered information which helps not only to protect all living beings when in any danger but helpful to remain in competition and to thrive more with economical and scientific advancements. As we look that traditional approaches of information are gradually converting into High technology with involvement of AI (Artificial Intelligence) and are playing the role like a fire protection suit. All these in combination if drawn in pictorial form look like a wheel where everyone not just involved but equally important too and feedback in turns converts into great success. Despite the persistence of diseases: improvements and understanding of the factors that incubate; effective sources of information have become powerful tools in mitigating their impact.

### **Theoretical Framework and Conceptual Reflections of the Study:**

The research method opted for this was interdependent. On the one hand the communication between government bodies and their authoritative agencies & on the other hand the communication floated between various social welfare groups, activists (Volunteers) & the common people regarding Covid-19. The reduced communication gap, accuracy and speed of flow of information along with proper audio and video made the communication strong and effective which can also be used for legal purposes. With everyday advancement in technology the broadcast, social & print media fixes new pillars of communications, innovations & researches to create awareness and to solve root problems. The example of this we have seen on both the phases the primary phase and secondary phase as described below:

#### **Primary Phase:**

As soon as the news reached to World Health Organization and started spreading to other countries regarding Corona Virus the work of observation, data accuracy, and experts meeting through appropriate medium of communication like video conferencing, voice chat and telephonic conversation etc. started on primary level. "With this the president of China Xi Jinping chaired a meeting of China's seven most powerful leaders on Jan. 25, 2020 & did the announcement regarding tracking of the spread of the epidemic

situation and the progress of the prevention and control work, and continuously given verbal and written instructions. The Director-General appointed six Special Envoys on COVID-19, to provide strategic advice and high-level political advocacy and engagement in different parts of the world to coordinate the global response to COVID-19." (5)

The blistering news of Corona spread like rapid fire. Many countries were not ready to face unprecedented challenges due to lack of information about the virus. But Indian Government keeping in view the higher frequency of spread of the virus around the world and alarming situation, announced lock down and social distancing to break the chain of the virus and to save lives in the absence of appropriate solution of the problem and medicine. In such a critical situation a huge population followed this remedial approach of 'Information' received from the social media as 'Medicine' and supported even in panic situation of tears and death. The result of this was in the form of acceptance, appreciation & implementation of the same in other countries as well.

#### **Secondary Phase**

With the passes of time and spread of virus the situation was panic. So, to control the situation, to boost up moral support, to make people physically and mentally strong and to unite them to fight against Corona the efforts done by various age group people in very versatile way. For example: Use of video shoots of motivational acts with the use of mobile apps and social media platform to communicate their messages. PM Modi's approaches via banging of Thali, Clapping Act and lightning of Deepak, Mobile lights, Candles etc. to acknowledge the efforts of Health Workers and those involved in the provision of essential services, has been appreciated on Global level. It aroused the feeling of nationality and the whole ambience was fully patriotic.

The conceptual message was "Desh Jitega Corona Harega." In addition to this different apps like Aarogya Setu App, Various Helpline Numbers and other social activities put forth a dynamic way of communication in this form. All such steps and utilization of innovative & smart communication approaches in the primary and secondary phase proves various,

effective, important and deep intensive use of shared information as medicine which now becomes a heart winning strategy not only at the time of challenges but also opened a source of knowledge and gave new direction for upcoming leaders and youth.

In the phase of Corona pandemic, the use of communication platforms increased which proves that communication approaches played a vital role in the steps to control over the disease. Let's see in the table below the increased number of users of various communication platforms during Corona Epidemic:

1974, Levy & Windhal 1984)." (6) As, we see based on above table the differences in numbers of users of different social media. It is important to note that the lockdown has resulted in a significant increase in media consumption across T.V. and digital media, too (As shown in above table). Life is valuable to all and these factors ensure us that "Effective Communication Approaches Work as Medicine to Safeguard Life on Earth".

**Channels of Communication & Effectiveness:**

We all know that communication is essential to serve & influence the behavior and attitudes as it encourages to perform in order to achieve

S.No	Communication Platform	Users During Corona
1.	Social Media Users	Facebook: On the 24th of March, the Facebook announced that in many of the countries most affected by the virus, total messaging has increased by more than 50%. Italy has seen a 70% increase in time users spend on social media since the crisis arrived. LinkedIn: Interestingly, the number of active LinkedIn users also increased by 1.5% since February Messenger users: There were 19 290 000 active Messenger users in March. Compared to February, the number increased by 2.5%,
2.	News Paper Readers	Newspapers are increasingly being read multiple times a day, sometimes for news and opinions and sometimes for entertainment. Nearly 42% of readers said that they pick up newspaper multiple times during the day to read the various sections they missed earlier.  The survey also highlights that the number of readers who spent more than half an hour reading newspapers is touching 72%, up from 42% pre-lockdown. But more importantly, the average time spent by these readers, which was 38 minutes earlier, has also gone up to 60 minutes on an average.
3.	TV Viewers	the time spent on TV has gone up to 4 hours and 42 minutes per day per viewer (from 3 hour 46 minutes in pre-Covid19 period),
4.	Mobile Users	on mobile, the consumption has gone up to 3 hours and 44 minutes per user per day.

Gratification Theory states that "people use different media based on their need and the different gratifications it offers. This theory tries to explain why individuals choose to attend sources of media by looking at the gratification they get, which may be related to their cognitive, tension relief, social and personation integration needs. (Katz et al.

planned objectives. The same is in the case of COVID-19. All of us are acquainted with the fact that when Corona Virus enriched to the maximum part of the world, "The world population was approx 7643037085 and the population of India was approx 1311559204. In case of India where 1.3 billion people reside in 28 states, eight union territories and 736

districts (7)“ it was a big challenge to aware people about the Corona Virus. To control the spread of virus by doing brainstorming, to convince all on one platform and to chalk out customized, tailor-made crisis communication plans for every state and sections of the society, especially the poor and marginalized it was essential to opt and work with effective communication approaches.

The news reports about the infected, started to spread closely through various communication channels followed by questions, how can we find out more information's? How to keep safe from infection at workplaces, markets etc.? Because it was not easy to break work, business, education as it has deep impact in one's earning and growth. In such critical situation & with lesser time to take control over spread of infection governments played a very important role with the announcement of sudden lockdown, quarantine at home with strict rules to immediately closedown each and every activity but parallel to protect & move, very few (like Medicine, Milk & Grocery) lifesaving activities followed by social distancing were permitted to continue to safeguard life through various communication approaches.

“The practice of quarantine began during the 14th century, in an effort to protect coastal cities from plague epidemics. Cautious port authorities required ships arriving in Venice from infected ports to sit at anchor for 40 days before landing – the origin of the word quarantine from the Italian “quaranta giorni”, or 40 days.”

Every coin has two sides the communication channels too. The pros side of the channels helped a lot in floating messages rapidly through, Television, Radio, Advertisements, Mobile App's etc. In India as requested by common public through social media apps broadcast media has played a vital role in engaging people by playing TV Programs like Ramayana & Mahabharata to introduce with the great epics to the present generation. The programs like Jungle Book, various music shows, were started not only to entertain but to educate & help all age group people to easily obey breakdown, lockdown & home quarantine rules. Not only this the most

beneficial aspect was that without any problem the door to door supply of eatables with the help of local government bodies was easily available to all. Even the educational websites, games & learning apps to enhance skills etc. through print and broadcast media brought a drastic change by bringing people back to the childhood. It also boosted work from home facility to facilitate working groups. The fruitful result of a long-lasting debate about work from home is now in front of us. As it has not only saved time, money, energy, foreign currency with the reduced consumption of petrol & diesel, electricity of offices, consumption of rental space of offices but also helped a lot to do work on time due to audio video facility.

The lesser use of transportation has made the environment clean and green. The purity level of water like lake, ponds, rivers etc. increased naturally and automatically due to the reduce use of transportation facility, reduced industrial waste which has also saved wildlife. With effective use of channels of communication clear, end-to-end crisis communication with diverse target groups became key in dealing with such a pandemic.

Like pros the cons of channels of communication is in the form of fake news, edited video contents, rumors etc. For Example, the spread of miss information has also been prevalent issue in health care regarding sentiments towards vaccination of Covid-19. “The spread of miss information on SARS, CoV-2, has been no different-theories have been floating around that various was engineered in lab as a bio terrorism agent, or that the symptoms are actually caused by the 5G Mobile network. In addition, thousands of listings on Amazon, promoting fake Covid-19 Cures have been reported, and the prices of some Sanitizers and face mask have increased by 2000%, despite in many cases not being fit for purpose.” Early in the COVID-19 outbreak, before the diseases or the virus were officially named, many outlets referred to the virus as “Wuhan Virus” or similar unfortunately such wordings can discourage people from seeking healthy behavior.

#### **Protecting Financial Institutes, Industries & Businesses with Communication Approaches while fighting with Covid-19:**

To protect people from spread of Corona infection government adopted policies to

impose strict laws of full lockdown and shutdown. Till today the results of such policies was in the form of good news that the ratio of spreading infection and death rate is also under control both at Global level and India level too; till the preparation of this content.

But Corona Virus also affected on life's most important part and that is Economic and Financial part as it is important for ever one to run his bread and butter and his family's smoothly and to run countries day to day policies as well. With the increase in spread of Corona effect almost all business and industries gradually stopped working and with declaration of shutdown the economy left with no chances to maintain its old height. Even the transportation, logistics and supply chain which is known as 'The Blood Veins of a Country' also blocked. Also "The unfolding fallout from COVID-19 we have seen on stores, hotels, foodservice, and fashion and glimpsing a post-pandemic business landscape (9)."

Even the E-Commerce industry in which the door to door supply of food and grocery and household utility items delivered has also faced a dark side in this timeline of COVID-19. Not only this the government and private educational institutes, coaching classes, hostels etc. suffered a lot.

In such worst situation data analysts, economists, government administrative and corporate leaders analyzed present market situation opting internal and external Communication Approaches to gather and to float the forecasted data. In this way the communication mediums and channels played a very smart and important role by alarming them about to protect major fall in many sectors of business and the fall up-to acceptable level which hopefully will be recovered within six to two years. Otherwise economy goes down 10 Years back which is very difficult for everyone to accept. As, every industry and business is somewhere dependent on one or the other. So, it is not possible to imagine the survival of any of the work plan or project without rolling of the existential industries or business. Here with the help of communication approaches leaders of the country aware all Industries and various business groups including banks to keep their

protective policies while country is fighting with a hidden virus about which there is very less information available with no proper treatment guidelines and to prepare their Post pandemic plans. To execute this the entrepreneurs and employees started updating themselves by joining different courses, attending online workshops, conferences and by conducting business meets. Not only the customers also benefitted by joining the same and by taking right and appropriate guidelines and suggestions from skilled professionals. This is a kind of two-way communication as it is easy to get feedback easily and to do amendments and changes accordingly. At this time of quarantine when all are planning to polish themselves this is the right utilization of the time.

The educational institutes and coaching classes were started teaching through webinars, different apps and online classes.

#### **Influence of COVID on Arm Forces:**

As the information spread that the army forces of some nations widely affected with the influence of COVID-19 and the sanitization and quarantine of the army troops has done as major step, the process of sanitization and quarantined its warships and troops of other remaining nation too in advance has been done as proactive state. This was possible only because of the active channels of communication at that eleventh hour.

#### **CONCLUSION**

Epidemics speedily sprayed with their appearance and difficult for human to easily identified those viruses generally few days with their beginning, as they required some scientific or medical research and all details about it to protect life of everyone. Because it takes time to create medicine for epidemics in between we can't leave human and wildlife on there luck. To protect them in such critical situation we studied that "Communication Approaches work deeply, faster other than anything else. Also, information and strong data reinforces a central element of crisis planning-exploring different scenario and how could they effect the living beings. Along with this the communication approaches helps earning people and can also develop their strategies with the help of government bodies so they can not only fight with such epidemics but also protect their businesses. So, based on



this study we found that for reliable data and figures one must use the trustworthy websites. We should have to collaborate-Internally and Externally. High Tech technological evolution and social media standpoint, this study presents a new outlook to approached through the dimension of interactivity.

**Annexure - A**  
**Pictorial Illustration of Pandemics History:**



**(B). Pictorial Illustration of Effective Communication:**

**Communication Approaches:**



**Social Media:**



**Corona Effect:**

देश	संक्रमित	कुल मौतें
अमेरिका	5,88,465	23,711
स्पेन	1,72,541	18,056
इटली	1,59,516	20,465
फ्रांस	1,36,779	14,967
जर्मनी	1,30,434	3,220
इंग्लैंड	93,873	12,107
चीन	82,249	3,341
ईरान	74,877	4,683
सूरीय	61,049	1,296
फिलिपिन्स	31,119	41,57

**भारत**  
कुल संक्रमित: 10,986  
कुल मौतें: 365  
नए संक्रमित: 1,011  
नई मौतें: 19  
1178 मरीज ठीक हो चुके हैं।

**Lockdown:**



**Social Distancing:**



**Motivation:**



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