

THIRD EYE

AMITY SCHOOL OF COMMUNICATION, LUCKNOW

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QUARTERLY



OMICRON AS THIRD WAVE


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Community Transmission

With Omicron in community transmission all over, it is the general scene in the country with no one bothered about following Covid Appropriate Behavior & whatever restrictions imposed.

People had become lax and stopped taking proper precautions in the second wave leading to a tragically high death toll. With every now and then the Festive and wedding seasons are there, we are not bothered to adhere to the Covid guidelines & our negligence continue to burden us with increase in number of infections since past month because of variant of concern 'Omicron'. Our ignorance has seen us face the dreaded scene in the second wave.

WHO & Indian Government has been cautioning to follow the Covid appropriate behaviours of social distancing, wearing masks, and washing hands to avoid catch the infection but seems no result.



“A picture is worth a thousand words” and here is what one can see people in crowded places with “No Masks and Social distancing!”

The frightening truth is that we do not know why vaccinated people are getting infected or re-infected, how long antibodies last in our body? We do not know which mutation is next and which can bust the vaccine, like the South African variant, B.1.351, which eluded the Pfizer shot. Why are inoculated people getting re-infected?

World over we do not know about the scope, duration, and efficacy of vaccines available & we do not know which vaccine is the best either. Trapped in the middle of such apprehensions, India is already plunged into third wave & it seems we are getting Omicron and Delta together as symptoms vary among those who have caught the infections.

“If one member of a family is diagnosed Covid positive, the chances of every family member getting infected within a short period of time is high, since the new strain has already spread to community.

Ageing, obesity, and comorbidity conditions along with genetic traits are responsible for a patient's low immunity. Hence, sometimes the vaccine does not respond to its full extent. Two to 10 percent of vaccinated people fail to generate adequate antibodies, leading to inadequate immunity.

Glimpses of people violating COVID protocols around the city....





Vikramaditya Marg







Nishatganj





Nishatganj



Nishatganj







Aminabad





Aminabad



A CENTRE FOR MEDIA STUDIES *initiative*

Amity School of Communication, Lucknow



Prof (Dr) Sanjay M Johri
Director
Amity School of Communication,
Lucknow

The Centre for Media Studies (CMS) which is part of Centre of Excellence program with due approval of Hon C-6 promotes inter-disciplinary approaches to study, understand, bring about co-operation and provide consultancy service to the industry by regular research and assess the evolution, role, relevance and impact of media in India and around the world.

This centre of excellence not only takes up different projects related to research and consultancies but also keeps a vigilant eye on the impact, influence and functioning of the media and create documents within the institution involving students.

Some of the projects/consultancies undertaken by CMS are 'National TB Control Campaign' and came out with 'Photography Excursion and Video Documentation' sponsored by Mamta; Project on Road Safety, Quarterly data based graphical analysis document-Repertoire, Documentaries for Sparc India.

A Special Project was undertaken on MahaKumbh 2019 at Prayagraj(Allahabad) wherein we made a short Documentary and created content in the form a Booklet by covering different stories.

An MOU with Water Aids(UK Based Trust) and Amity School of Communication with former being the Knowl-

edge Partner is in the final stages of execution.

Two Short Term Research Projects are in the final stage of being executed including a field study being given to us from I-Next (Jagran Group) on the Consumer Behaviour of the Newspaper Readers, outcome of which will be published in the leading Hindi daily of India.

One of the striking features of CMS is that it involves students of master's & bachelor's Programs who are not only exposed to the basic foundations of mass media reasoning and thought but are also to the inter-disciplinary application of the Journalism and Mass Communication.



Aminabad

