

A Study of the Effects of Media on Socio-Cultural Life in the Era of Covid-19

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Abstract: The outbreak of mysterious pneumonia in the world created a situation of chaos in late 2019. It was traced to a city in China, known as Wuhan the famous seafood wholesale market. It was a strain of the Corona family which was named as 2019 novel coronavirus. World Health Organization found (2019n-CoV) is one of the deadliest strains, humans have ever faced after MERS. We performed a sample survey on citizens of Kotma *tehsil* during the second wave coronavirus delta variant infection. Analyzing the socio-cultural life of citizens in order to reconnect the ancient home remedies and how false narratives can be tackled. As socio cultures are day-to-day happening in a life of an individual which includes various activities such as food habits, day-to-day life activities, social activities, availability of foods, and other factors. Historical data plays a crucial role in analyzing the degree of change in socio-culture among the population; this study will evaluate the effect of COVID-19 on the people in Kotma *tehsil* in the Madhya Pradesh district underwent sociocultural changes as a result of the pandemic. The responses to the inquiries will provide the primary framework for formulating suitable recommendations. for government and sociocultural modifications of individuals during this point.

Keywords: *Society, Media, Narrative, Tradition, Culture*

Introduction:

The COVID-19 epidemic, which has spread to nearly every nation, is one of the worst in recorded human history. It leads to respiratory issues, fatigue, and fever. The disease can transfer to another person through tiny droplets from a COVID-19 patient's mouth or nose when the patient coughs or exhales, despite the fact that airborne transmission of this illness is not known to occur. If these droplets land on a surface that the other person comes in contact with and then touches his eyes, nose, or mouth, this could start the spread. Due to the pandemic's progression

through its various phases, COVID-19 may be a global burden that permanently alters daily sociocultural practices. These influences build up over time to change sociocultural behaviours, particularly daily eating, activity, and sleep patterns, which are recognized as independent risk factors for metabolic problems like obesity, diabetes, and cardiovascular diseases. Some early research from the west has suggested that COVID-19 may have a deleterious effect on a variety of socio-culturally associated behaviours. These studies, meanwhile, suffer from methodological

flaws such as a less representative sample and non-validated data collection instruments because they were carried out after the full lockdown period. Furthermore, the interaction between the severity of COVID-19 infection and other social, economic, and cultural dimensions in determining the scope of changes in socio-culturally relevant behaviours may differ from one country to the next. There is a dearth of data evaluating COVID-19's impact on socio-cultural behaviours in India. It is crucial to look into certain critical issues, such as which socio-cultural behaviours are most affected, how much COVID-19 has changed these behaviours, why these changes have occurred, and which demographic group is most affected.

Fake news is information that is purposefully and demonstrably untrue in order to manipulate public views of reality. It has been used to sway politics and further commercial interests. It has also evolved into a strategy for igniting and escalating societal conflict. Untrue stories that purposefully mislead readers have developed a culture of mistrust among the populace. Sometimes, this suspicion leads to rudeness, protests over made-up tragedies, or even violence. As a result, the fabric of American life is torn apart, pitting one neighbour against another. Who would do this for a reason? people, organizations, and countries—including foreign governments and our own media organizations—use fake news to stir up trouble for two separate reasons. In order to weaken people's confidence in the democratic process and their ability to work together, they first escalate social discord.

Second, they divert attention away from pressing concerns, causing them to remain unresolved. The use of fake news to divert attention and escalate conflict is examined in this section. I conducted this study to assess the overall effects of COVID-19 on the socio-cultural changes that people in Kotma

tehsil underwent during the epidemic. The responses to those queries will serve as a key foundation for the creation of suitable recommendations for the individual's conventional socio-cultural adjustments. A special study of Kotma tehsil, will provide the ground reality of the problems faced by local people who 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 the role of media to inform and aware people of Covid-19. This research is done to investigate how the lifestyles of people are being affected during the lockdown with the following objectives:

- (1) To Investigate the perceptions of socio-cultural changes following the COVID-19 epidemic and their relationship to subjective well-being (SWB) in the general population in Mainland Kotma.
- (2) To explore how people of Kotma challenged the false reporting made by media during the second wave of the corona.
- (3) To find out the impact of mass media on their mental health in day-to-day life.

Coronavirus:

Human respiratory illnesses can be brought on by the Coronavirus family of viruses. The numerous crown-shaped spikes that cover the virus' surface give it its moniker, "corona." Middle East respiratory syndrome (MERS), the common cold, and severe acute respiratory syndrome (SARS) are a few conditions brought on by coronaviruses that affect people. In December 2019, Wuhan, China, became the first place where the COVID-19 novel strain of the Coronavirus was discovered. How can the new Coronavirus (COVID-19), which has now spread to all continents with the exception of Antarctica, transmit from person to person? When an infected individual cough, sneezes, talks, sing, or breaths close to you within six feet, COVID-19 is likely

to transmit when the virus travels in respiratory droplets. It is believed that this is how COVID-19 is mostly transmitted. When an infected individual who is more than six feet away from the source of the infection or who has since left the area releases minute respiratory droplets that remain in the air for minutes to hours. By contacting objects that have been exposed to the virus, then, without washing your hands, touching your eyes, mouth, or nose. (This approach is not believed to propagate easily). COVID-19 enters your body through your mouth, nose, or eyes (directly from the airborne droplets or from the transfer of the virus from your hands to your face) (World Health Organization, 2021). The virus can then spread to other bodily tissues from there. Governments, health organizations, researchers, and healthcare practitioners are all collaborating to create regulations and practices that will reduce the virus's capacity to vary both globally and from person to person.

Symptoms of Coronavirus: If you experience one or more of these symptoms, according to the CDC, you may have the Coronavirus. Additional symptoms such as fatigue, muscle or body aches, headaches, the new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea, and fever or chills are also possible (Crous, 2020). After being exposed to the virus for two to fourteen days, symptoms may start to show. Children have similar, but usually milder, symptoms than adults (www.my.clevelandclinic.org, 2020). 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 refers to a person's, a group's, or a culture's typical way of life. Alfred Adler, an Austrian psychologist, coined the phrase first. The phrase was first used as a derivation of the term "style" in modernist art in the 1950s (mbsport.lv). Combinations of tangible and intangible variables are described by the phrase. In contrast to intangible elements, which pertain to psychological components of an individual such as personal values, interests, and outlooks, tangible factors are particularly related to demographic variables, i.e., an individual's demographic profile. In terms of geography, a rural setting as opposed to an urban city would produce distinct outcomes. This issue is crucial because, even within metropolitan areas, a neighborhood's level of wealth and closeness to green spaces can influence decisions. For instance, a surf culture or lifestyle is frequently seen in regions that are adjacent to the sea (eduladder). As the emphasis on lifestyle has increased, the idea of

lifestyle management has emerged. A vital part of preserving the flow of sociocultural features is a lifestyle. The fundamental tenet of the dialectical method is that in order to examine something historically, one must study it as it is changing. The process of a given thing's evolution in all of its stages and transformations—from conception to death—should be included in research since movement is the only way a body can reveal its true nature. So, rather than being a supporting component of theoretical study, the historical study of behaviour serves as its core foundation (Vygotsky, 1978). The socio-cultural theory is mostly categorized as a developmental theory. It focuses on how behaviours change over time, particularly as people go from infancy through childhood, adolescence, and adulthood. The idea is highly regarded in the field of applied linguistics and aims to explain the unseen processes of cognition, language, and higher-order thinking skill development with implications for education in general (Vygotsky, 1978, p. 90). As a result, learning is a crucial and universal component of the process of creating culturally ordered psychological processes, specifically human ones.

Social media sites like Facebook, YouTube, Instagram, Twitter, and Snapchat have become quite popular in today's world for allowing individuals to find and communicate with one another. Spending excessive amounts of time on social media can exacerbate mental health conditions like depression and anxiety while conversely serving as a medium that is supposed to bring people together. Your extensive social media use may be hiding more serious issues like stress, melancholy, or boredom. You might be using social media as a strategy to block out negative emotions or regulate your mood if you use it more frequently when you're depressed, lonely, or bored. Allowing yourself to feel can help you discover

better ways to control your feelings, even though it can be challenging at first.

There hasn't been much research done to determine the long-term effects, positive or negative, of social media use because it's a relatively new technology. But numerous studies have discovered a clear association between excessive social media use and a rise in sadness, anxiety, loneliness, self-harm, and even suicide ideation (Lawrence Robinson and Melinda Smith, 2020).

Research Design: A research design is a methodical strategy for investigating a particular issue. It serves as the manual for gathering, measuring, and analysing data. The plan that directs the researcher through the steps of gathering, analysing, and interpreting observations is known as a 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 upon. Exploratory research is used to investigate the mass media approach and the effect of COVID-19 on the people of Kotma tehsil. Tools used for data collection are the structured questionnaire scheduled to collect the primary data. It contains 50 questions of which the maximum are closed-ended questions and the rest are open-ended questions. The research area is Kotma tehsil which is further divided into five parts for a survey:

1. Kotma
2. Badra
3. Bhalumada
4. Jamuna
5. Govinda

This classification of the area will help to take the response of the sample in an easy way. A random sampling process has been used because to survey every single person in 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, and research papers have 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 and plays a major role in the formulation and testing of findings in Social Sciences. Majorly there are two types of observation personal observation and group observation. Personal observation has two components that are control observation and uncontrols observation. Under UN control observation there are three components namely participant, non-participant, and half participant.

The primary benefit of using an interview is its depth and detail; compared to other methods, it allows the interviewer to do more to increase the percentage of responses and the caliber of the information obtained. The interviewer can only collect extra data, such as an individual's economic standing or living circumstances, and can utilize tools like visual aids and specialized scoring devices to enhance the interviewing process. Interviewing has its restrictions. The fact that it costs both money and time is its worst flaw. No foolproof 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 the telephonic interview was done.

Data for the study was collected with the use of questionnaires and telephonic interviews. Data obtained were 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 a boon in this pandemic. Media has both positive and negative influences on the residents during this pandemic. The researchers observed that media influences behaviours and attitudes in almost all the varied groups. As result, different people have different opinions about COVID-19 its 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 the media's role to create awareness regarding sanitization, and to aware people regarding government initiatives like the Arogya Setu app, Digital cartoons promoting traditional aspects of living, and required information to fight against COVID-19.

Sampling:

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 a sampling frame like a map, telephone directory, a list of industrial undertakings, occupation educational qualification and many more (Tiwari, 2021).

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.

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 were male respondent; there was not a single person coming under the other category. The right cast of people responded. As mentioned, 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 in 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.

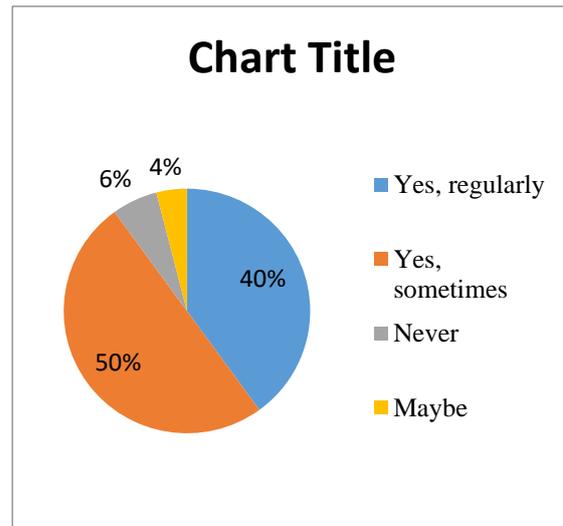


Figure 1: Do you watch news/information related to Covid -19

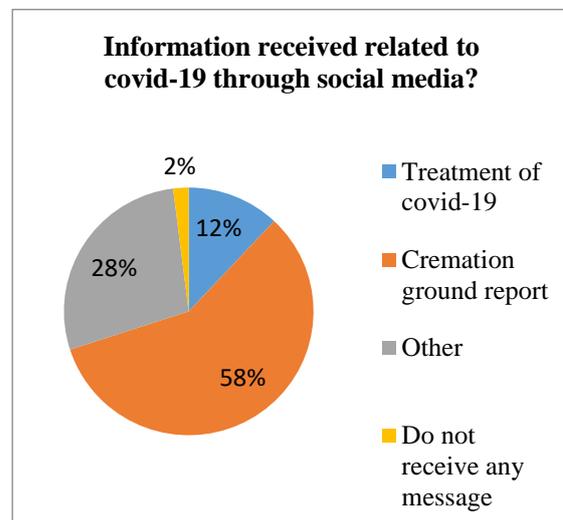


Figure 2: The type of information you receive related to Covid-19 through social media

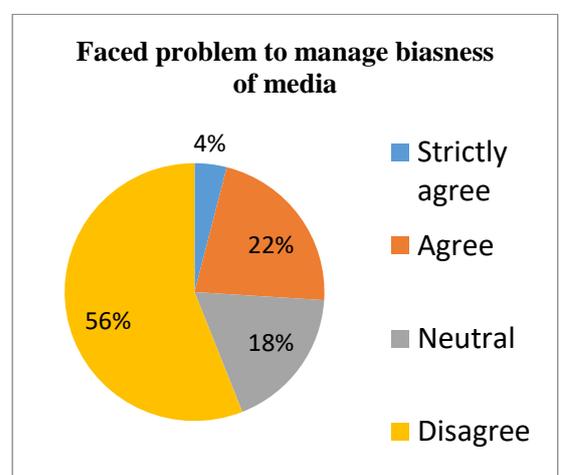


Figure 3: Due to lock down your family or neighbours faced problem to manage biasness of media

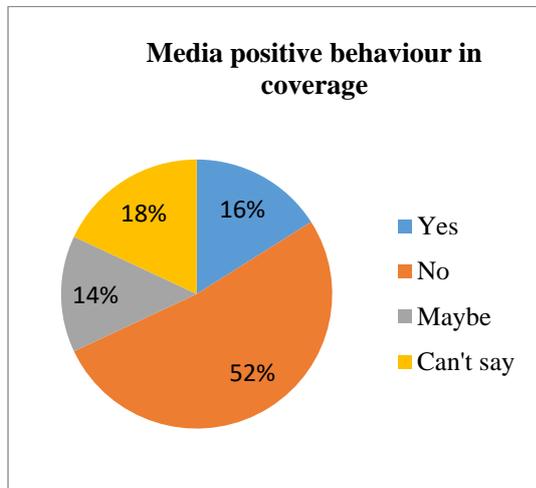


Figure 4: During Pandemic media reflected its positive behaviour in coverage

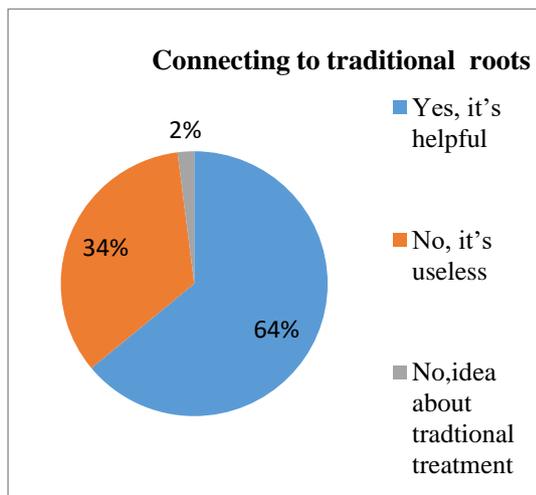


Figure 5: Traditional home treatment helped you to connect your Traditional root

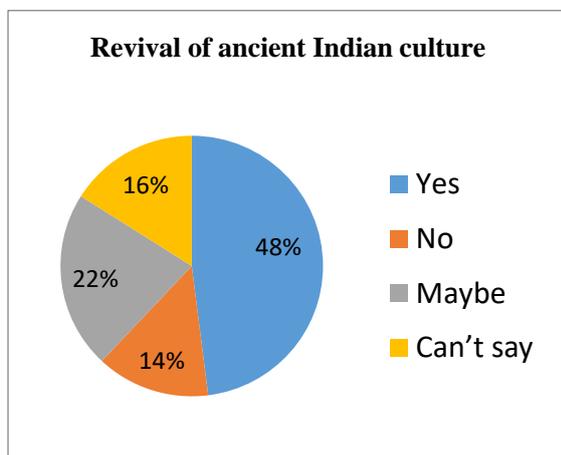


Figure 6: Covid-19 helped in revival of ancient Indian Culture

The following findings are -

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.

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 Kotma got information about treatment of Covid-19 on Media platform. It represents that media had made itself as personalized doctor of Individual. People also said that many families have stopped watching television in the fear of getting affected of mental uneasiness.

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.

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.

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 consuming Chyavanprash each morning; drinking warm water all day; cooking with turmeric, cumin, coriander, and garlic; etc.

On the other hand, 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.

6: Does Covid-19 helped in revival of ancient Indian Culture India has always been a centre for vibrant cultures and traditions with a long history. Eventually, these customs and cultures gave rise 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:

With the development of technology over the past 50 years, the media's power has increased rapidly. First came the telegraph, then came radio, newspapers, magazines, television, and now the internet. Information and communication are essential in the society in which we live. As culture is defined as the belief, values and other frameworks. It also has to do with how we convey these principles and beliefs. Modern culture is produced in large part by the mass media. It was discovered that, in certain circumstances, viewing television has caused people to change their thoughts about the conventional wisdom that 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 (Notes Presentation, 2008). The way we relate to social institutions is actually reflected in the media. With family and friends, media is a regular element of interactions. In addition to the message's content, the media's influence on society also stems from its production. Media play many different roles for the audiences; it is a source of entertainment and information (JBMSSR, 2013). 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. (Study Mode Research, 2021)

Conclusion:

When people of Kotma tehsil, 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 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. Because the second wave of COVID-19 primarily affected people with low immunity levels, which made it easier for the disease to conquer their bodies, yoga, which is regarded as the centre of all Hindu cultures and traditions and is practised by nearly all countries, was crucial to raising immunity levels. They also consumed Chyavanprash every morning (sugar-free for diabetics), drank herbal tea twice daily with basil, cinnamon, black pepper, dried ginger, and raisins, and took half a tablespoon of turmeric with a glass of hot milk, all of which are traditional home remedies that have been used by people in this tehsil for thousands of years.

Washing hands for at least 20 seconds with water or alcohol, which efficiently eliminates germs, is another of these coronavirus prevention recommendations. Hinduism contains specific practises for maintaining cleanliness and wellness. Encourage regular hand washing and keeping them clean according to Hindu tradition. The World Health Organization (WHO) has already

acknowledged this, stating that Hindus regularly wash their hands as part of their fundamental beliefs in order to stop the transmission of diseases and to uphold the values of nonviolence ('ahimsa') and concern for the welfare of others ('daya'). As a result, during the present epidemic, washing hands is advised every hour or two, before and after meals, after handling anything or anyone in a public setting, 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, customs, and ethics that had been properly transmitted down the generations in numerous ways revealed Indian culture to be superior to other nations' cultures, not as a nation with a single religion but as a nation with the freedom to choose and adhere to any traditions and beliefs laced with morals. The vast majority of respondents believe that these ancient cultures and traditions have continuously helped countless people overcome a variety of challenges, physical and mental, real and intangible, and rise from the ashes. Both followers of other religions and followers of Hinduism have continually emphasised these cultures and traditions in their daily lives. 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 an advanced. It was highly cautious to conduct filled visit and interact with the local residents was not safe also not possible due to the strict guideline off 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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