

# **Press Coverage of Bird Flu issue in Bangladesh: A content analysis of 12 newspapers**

By

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## **ABSTRACT**

The booming poultry industry in Bangladesh is at risk of catastrophic losses as the outbreaks of Avian Influenza (Bird Flu), in the midst of farm chicks as well as wild birds, indicated the dreadful spread of the H5N1 virus. Study relating to this issue reveals that nothing is more important than effective communication among poultry farmers, scientists and public at large to quickly intervene upon any signs of flu infections in human. People thus, must know the basic how's', what's', whys' about bird flu, most importantly how they can prevent the risk of ever contracting it for public safety. The media have rung the early warning bell and they focused on reporting the magnitude of the birds' fatalities. What is missing this time is the focus on dos' and don'ts for the people. This study examines the role of press through examining the coverage of 12 national and regional newspapers during a period of six months aim to curb confusion on Bird Flu issue among public in Bangladesh. The findings uncover the fact that newspapers primarily avoided awareness building activities, especially among the households which have a large number of domestic fowls to worry and to be protective about. Newspapers also failed to imply the real importance of bird flu threat despite governments' high alert signal for various reasons including non-occurrence of infection into human, inadequate knowledge among media planners and professionals, miss-link between media and veterinary partners and the absence of any media strategies to address bird flu issue.

# **Role of media in disaster Management : A study of flood 2009 and print media (English) in Gujarat State**

By

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## **ABSTRACT**

Communication is an important part of disaster prevention and management. Many channels are used before and during disaster. An important channel are mass media : newspapers, radio television and the internet. Mass media have certain characteristics that make them advantageous for disaster communication. There is no direct control over the content and form of information transmitted. Sources who want communicate with the public have to deal with journalists, who do not form a passive "information channel" but act as a gatekeepers, interpreters, and commentators. Media hence can support or obstruct the disaster management of government agencies and relief organizations. Recently, in July 2009, two districts, named Porbandar and Junagadh of the Gujarat state suffered heavy losses due to heavy rain and flood. It was a record break rain in the last 100 years in some of the part of these districts. To understand and analyse the role of print media in disaster management. The Author has selected this natural disaster for the research study. Only print media and particularly a daily english newspapers are selected for the study. Following matters will be examined in the study :

- 1) Reporting related to disaster perception and prevention.
- 2) Reporting related to guidance : how to act during disaster phase ?
- 3) Reporting related to disaster coping : relief work.
- 4) Reporting / Coverage through photographs.
- 5) Reporting about :
  - (i) Historical analysis
  - (ii) Scientific analysis of flood.
  - (iii) Attributions of fault
  - (iv) Damage assessment and analysis
  - (v) People's perception and demand / feelings of disaster victims
  - (vi) Lesson from the disaster.

# **Media and Disaster Management**

By

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## **ABSTRACT**

A disaster is an event which give rise to casualties, loss of property, damage to infrastructure, essential services and means of livelihood, on a scale which the affected community cannot cope with unaided. Disasters ruin years of investment in the development processes. A disaster places new demands on society for reconstruction and rehabilitation. Over the past three decades, natural disasters have claimed more than three million lives and adversely affected more than 1000 million people worldwide, of which 90 per cent of the victims were from the developing countries. Natural disasters not only cripples but set back the pace of development in the developing countries as the greatest impact and burden of disasters fall on less developed countries and on their highly populated regions. India, due to its vast territory with variable geo-climatic conditions with large population spread over vivid geological and geo-morphological structures is prone to multiple hazards year after year. The adverse impact of these hazards is more visible in rural areas then in urban settings. Poverty, illiteracy, unemployment, increasing demographic pressure, changing socio-economic conditions lead to increased vulnerability of Indian rural society to natural disasters. Besides huge loss of life and property these disasters completely hamper the developmental and poverty alleviation initiatives in rural areas. Despite several efforts and initiatives the adverse impact of natural disasters has been increasing day-by-day and in such a scenario, media's role becomes very important to save the human lives and property and act as a watchdog and succor provider to the society. Making people aware of mitigation measures and guiding them for proper utilization of funds with a foresight media can help in decreasing the impact of disasters and minimize the loss of life and property. Media should guide the people about the proper enforcement of building codes, land use regulation and discourage the people to settle at the disaster prone and vulnerable areas, and how to investment in infrastructure with proper planning and quite away from the disaster prone areas. It would help in saving the life and property to a great extent.

Media has a greater role to play in pre and post disaster phases such as a) information generation and information sharing are important factors while dealing with disasters media should be alert and report the facts as early as possible b) Media should work as an interface between the government and the public and it should help in communication between the two without any hindrance c) In post-disaster phase media should play an advocacy role and help in resource mobilization and increase accountability in government measures d) As it has been observed that media generally give more importance to post-disaster phases, it should highlight pre-disaster risk management by making people aware of the disasters risks and how to minimize its consequences e) Media should prepare guidelines for the media community for reporting various

categories of disasters so that people can remain alert and save or minimize disaster effects f) As disaster management is a scientific and systematic approach, media should become the centre stage of disaster and help and support people by taking their voices to the authorities as local response to disaster is more important g) While reporting disasters media should avoid sensationalism and respect the privacy of the victims so that they would be able to cope up with the tragedy and be able to restart their lives i) It is only the media which remains main component of knowing about the disaster and its management and a link between the government authorities, it should provide correct information to the people and the government k) Media personal need to be trained regularly on disasters preparedness to enhance their understanding of the key disaster terms and scope of the hazards l) Media can help create early warning systems by providing to policy makers adequate information on risks which can be integrated into a development or management concept n) While reporting disasters the reports should not aggravate the situation o) As media are under a professional obligation to respect the professional code of conduct, they should act responsibly when reporting on disasters and assist in the provision of key information to survivors and Media's role becomes of utmost importance in the aftermath of disasters for creating awareness about the followings:

- (i) To mitigate the loss of life
- (ii) To reduce panic
- (iii) To direct people on how and where to get essential services
- (iv) To facilitate how to contact with relatives and friends
- (v) To assist in the discovery of the missing kith and kin
- (vi) To provide an outlet for grief and counseling
- (vii) To assist the victims to act as watchdog and help guard against corruption in relief materials, and
- (viii) To ensure two-way communication between assistance provider and the affected communities.

# **Media Habits of Coastal Communities in Tamil Nadu**

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## **ABSTRACT**

India has over 7,500 km of coastline, distributed along nine coastal States and four Union Territories. Tamil Nadu is the southern most state which has coastlines both in east and western sides. A survey was conducted in two different locations of Tamil Nadu – Cuddalore and Colachel – to find the media habits of coastal communities, particularly fisher folk. Mobile phone is a common communication device used by fisher folk while at sea and in land. At the time of cyclone, mobile network fails if electricity is cut due to snapping of power lines. At sea, up to 20 km from coastline is covered by mobile phones. Beyond that wireless sets are used by mechanized trawlers in Colachel. Cuddalore fisher folk do not go much beyond 20 km from the shore though they go along the coast (northward) up to Chennai. So, a Fisheries Safety Net Messaging System of messaging fisher folk through mobile phones in a local language which is being tried out is a solution particularly for Cuddalore fisher folk, provided more mobile towers are put up along the coast to remove the mobile backlash areas and to maximize the mobile reach on sea. Television is the main mass medium used by fisher folk of Colachel and Cuddalore, off-sea. Cuddalore fisher folk, in particular, use radio at sea as private commercial FMs not only broadcast news but also weather information customizing it for fisher folk. Also, since Cuddalore fisher folk do not travel much further away from the coasts the reach of radio is good.