



A STUDY ON MEDIA PROPAGANDA AND ITS IMPACTS DURING PANDEMIC: A CRITICAL ANALYSIS

Mr. Mathew George

Associate Dean

Amity Global Business School-Kochi

Ernakulam

Kerala

Dr Shamsi Sukumaran K

Asst. Professor

Amity Global Business School-Kochi

Ernakulam

Kerala

Ms. Anjana Krishna S P

Amity Global Business School-Kochi

Ernakulam

Kerala

Abstract

The last quarter of 2019 saw the emergence of a novel pathogen called SARS-CoV2 which led to the outbreak of COVID 19. The pace at which the pandemic spread was unprecedented which led to people being tied down to the four walls of their home with mass media being their only resort to understand what's happening in and around them. People started using media and its allied networks for various purposes like spreading awareness, for educational purposes, entertainment, marketing, brand advertisements and various other purposes. Human, being a social animal, has a very basic character of analysing and commenting upon each and every thing which happens in his surroundings irrespective of the fact whether it has an impact in general or in particular. And in such a situation the media propaganda would turn out to be a tool that may be used by them to shape up their opinion as it provides them different perspectives of the same subject. Through the various media platforms information are being spread and finding out the authenticity of it before being propagated is highly unlikely. The eventful impacts that the said virus made to the life of humans and the two-way approach that media enunciated of both helping and exploiting the virus struck human life and its daily routines necessities an effective analysis to understand the impacts of propaganda set by media. Thus in order to analyse examine and compile the impacts "**MEDIA PROPAGANDA AND ITS IMPACTS DURING PANDEMIC: A CRITICAL ANALYSIS**" turns out to be a fruitful measure. Propaganda means an information that is deliberately being shared so as to make political, social, cultural or religious influence in the mind of people. It is a systematic method of shaping and dispersing opinions so as to influence the thoughts of people as per the intent of the propagandist. The kind of information thus being spread may have diverse effects, with sometimes it being positive of spreading requisite awareness about the

current scenario or else it might have ill effects of such kind that may derail the psychological stature of a person. The intent of this work is to scrutinize the impact that such propaganda has made upon people in shaping their opinion on various aspects. The hypothesis of this work is that media is a boon to people as they are locked down and barricaded from their social life, with news being spread through such platforms is the only door to the outside world. But one should thoroughly circumspect and introspect before framing their opinions based on the awareness that they gain from media or else this boon could easily turn to be a bane that would tarnish social image of the person when he's bogged down merely to the media propaganda.

Keywords-Media, Media Propaganda, Pandemic

1.1 INTRODUCTION

The term media reflects the main means of mass communication which refers to the channels of conveyance of concept through which they circulate news, movies, education, advertisement, music et.al. It also includes e- paper and physical newspapers, television, magazines, radio etc. The concept called media describes the various paths through which communication to society is done either by a person or by the public. Thus the inclusions of this arena ranges from a telephone to a satellite. The prominent role of media is to make people understand and recognise the various things that are happening in and around them. People expect valid and real news propagated by media and it reflects in the society in different manners but sometimes the media fall behind in living up to the expectations of the common public. When they merely resort to sheer business propagandas and thus the news turns bogus.

The primary data was collected by the means of Questionnaire. The secondary data was collected from the websites and other compilations. A codified questionnaire was made on the same and the data was collected. The data was scrutinized using correlation and factor analysis method. Utmost care has been given from the initial stages of participation of the questionnaire till the analysis and findings.

The aim of the research is to find the following main questions:

- How did media influence the decision-making capacity of the common public through various propagandas during pandemic?
- Were the media successful enough in conveying the necessary steps and precautions to be taken to evade the pandemic?

1.2 Statement of the study

Media gives us immense knowledge, especially at the time of this pandemic media is really important because it is the only source for us to know about things which is happening around us. With the help of them we get to know about the things across world at our fingertip. At present media plays a crucial role in our society.

This study is mainly focused to understand the layman's perception towards media and its propaganda at the time of this pandemic, the way it influenced us in our decision making and the changes in our society during pandemic created by media.

Purpose of the study

The purpose of the study is to understand public perception towards media and its propaganda, the impact of media in educational sector, the way media influenced your decision-making capacity in product purchase and to figure out whether the outcome was a boon or a bane. The study will also let you know the real impacts of media strategy in our society.

1.3 Objectives of the study

Objectives of this project incorporates many things and there are two types of objectives. They are given below.

- Primary Objectives:
 - To measure the public perception towards media. (During pandemic)
- Specific Objectives:
 - To find out the different factors that influence the decision-making capacity of laymen.
 - To find out the most important factor that affects the human psychology.
 - To give suggestions to Media.

1.4 Introduction to variable study

There is one dependent variable, 15 manifest variables in this study. The dependent variable is Media propaganda.

The study aims on how the variables impact and layman's perception towards media and its propaganda. (During pandemic)

Dependent variable	Layman's perception towards media and its propaganda during COVID 19 pandemic
Manifest variable	Age, Gender, Profession, Combat effectiveness, Impact in educational sector, Choice coercion, Checking societal norms, Economic promotion, Influence of propaganda, Quest on customer satisfaction, social responsibility, Governmental mechanism, Covid preparedness, Impact on social stigma

2. Research Methodology

Sl No	Parameters	Description
1	Type of research	Descriptive Research
2	Nature of research	Quantitative in nature
3	Research Instrument	Structured questionnaire
4	Survey Period	
5	Sample size	120
6	Sampling Method	Convenience Sampling method
7	Sources of Data Collection	Primary and Secondary sources
8	Primary Sources	Structured questionnaire and observation
9	Secondary Sources	Book, Journals, Articles etc.
10	Data Analysis Techniques	Factor Analysis and percentage analysis

3. Literature review

In the contemporary world where “tech” shows a greater boom in each passing day, whether it is in the ambit of a technical or technological sense, has started to influence the mind of the laymen and make significant impacts even to his daily routines by being an inevitable part of it. Even before the evolution of the undesirable guest that is along with us for the last year or more in the form of the pandemic which is to be rebuffed, media has played the role of an influencer to the mind of the common public. Then what say, during the period of this pandemic where the people are confiscated to the 4 walls of their home, they have slowly started to fall into the hands of the ideas propagated by the medias forming part their basic propaganda which is being disbursed. It is a matter of discussion to understand whether it would result in cut-loosing the shackles to the mind or falling into an untimely trap developed by the impact of this pandemic.

In the detailed work the analysis of the available literature the impacts can majorly be divided into following heads.

- Political
- Psychological
- Socio-cultural
- Economic
- Miscellaneous

Political

- **Ali haif Abbas(2020)-In politicizing the pandemic: A schemata analysis of COVID 19 news in two selected news papers published in international journal for the semiotics’ of law.** The author quotes the former US president John F Kennedy to persuade people live optimistically stating peace is a daily, weekly, a monthly process, gradually changing opinions, slowly, eroding old barriers, quietly building news structures. And however, undramatic the pursuit of peace, that pursuit must go on. The analysis of this article on the basis of data analysis provides a conclusion that media propaganda has been used for propagating political and ideological interest. It also suggests that this shouldn't be the trend and people should work together to save lives and live peacefully.
- **Natasha Kassam (2020) published in In the article Misinformation, Truth and Trust: COVID 19 is killing truth - and public trust by The World After COVID 19,** the author suggests that propaganda and misinformation are deepening the disconnect between public and political elites during pandemic. It highlights that the trust upon government was at question even before the evolution of pandemic which further weakened alongside with it. The article questions the competence of the systems whether democratic or authoritarian. The authority of legacy media has been undermined by perceptions of entrenched ideological bias and loss of advertising alike with the pandemic proving to be an extinction event to many medias. Social media and fringe news have filled the vacuum and citizen journalist and outspoken doctors have empowered. The political leaders have been complicit by suppressing information and at times outright lying during the scenario. The government incompetence has driven people towards mistrust and emotion rather than facts and science and these propaganda are widely spread by the media.
- **Ruhi Khan and Danish Khan (2021), In the article India cannot breath further .Is the media choking it further by published in LSE journal.** The authors spike a debate in reportage of pandemic in India and throws a spot light on the political economy of media in India. They show how certain control mechanisms are employed by the state to exert pressure on the media and dictate the narrative. They promulgate that the basic ground realities are being censored for finding a positive political spin by hiding the humanitarian crisis and some in the mass media platforms choke it further. But what we have to understand the frontline health care workers, reporters, activist and civil society are raging death and devastation has thrown upon them with unprecedented challenges into their normal life. The study denial of the health catastrophe by the states, arresting those who request for life saving in social media, gag orders on hospitals that asked for increased oxygen supply have to be reported to make citizen recognized the ground reality and this should be treated the

positive news coverage. But else in our country to serve the elected autocracy is deemed to be the final word of media activism.

- **Jinoy Jose P (2020),In the article Propaganda and politics in the time of pandemic published in the Business line .**He showcases an awful distress towards the ongoing mud slinging on mass media by leaders from different political sphere irrespective of whether it's in the domestic or international arena. He questions the attitude of the leaders and lack of accountability that they have toward the society even at the time when the world combats this pandemic. The author points out the china phobia that seems gaining wide popularity as the basic agenda set forth by the media propaganda and the exploitations made on it by US and other developed countries for their economic development .The socio -cultural and political scenarios with major developments with advantages to the political leaders in hindsight barricaded with the impacts of pandemic are also highlighted in this work .
- **Christina Pazzanese(2020),In the article Battling the pandemic of misinformation published in The Harvard gazette ,**the author points out the ubiquity of social media has made it easier to spread or even create COVID 19 falsehoods, making the work of public health officials harder. This article addresses the muffled barrage of half baked advice, sketchy remedies and misguided theories that surface and circulate in media platforms which may result in anxious people rush or causes novel health risk. As stated by the UN secretary general the media syndicate uses pandemic as a tool propaganda for misinformation and their by garnering much public attention . It entitles that the misinformation could be an honest mistake or the intensions of a group of people to blatantly mislead people .The misinformation campaigns are usually propagated for political gain by state actors ,party operatives ,or activist to deliberately spread falsehood and to create fake content resulting in the pandemic being a plandemic.
- **Bhupen singh (2020),In the article Media in the time of COVID 19 published in EPW engage** the author is of the view that the period of the pandemic is testing time for both government and media personal .While the former seems unwilling to let critical voices thrive on how the crisis is being dealt,there's a explicit expectation that the media coverages about those should be positive and follow an official line with accountability to public .It states that while as much of the part of media being corporate have surrendered it's spine to the governments malice there are a few who follows the journalistic ethics courageously .The article examines authoritarian tendencies that undermine the autonomy of journalism which is nevertheless an important platform on the public sphere and the last resort to the confiscated people.

Psychological

- **Wei Hong, Ru De Liu, Yi Ding et.al(2021) ,In the article Social media exposure and college students mental health during the outbreak of COVID 19 :The mediating role of rumination and the moderating rule of mindfulness published in Cyber psychology behavior and social networking** highlights the response to reports of peoples experience to varying levels of anxiety and depression resultant to the outbreak of the pandemic .The researchers find that exposure to the related information on social media is a salient factor which contributes to the above .They also suggest incorporating rumination and mindfulness can elucidate a potential mechanism to over come the situation . The work provide insights to effective interventions for adverse mental health consequences.
- **Dean McDonnell (2021),In the article Mental health consequences of COVID 19 media coverage :The need for effective crisis communication practices published in globalization and health** the author considers communication as a indispensable crisis manager in dispelling fears uncertainty and unifying individuals to collectively deal the threat . Also when this communication turns inadequate dire personal and economic consequences be the result .This highlights the fact that the infodemics about the pandemic spreading news of peoples grief's make adverse effect on the mental stability of human .The infodemics fuelled with kaleidoscopic range of misinformation can turn fatal .The work also highlights the shortage of research on ways to improve crisis communication

across various ranges of mass media. It suggest the media personal to focus on core issue of how to sloe or curtail the transmission of the pandemic effectively rather than building upon the media propaganda.

- **Dr (Lt gen)C S Narayanan(2021) ,In the article COVID 19 and its impact on mental health published in the Financial express** the author opines that the pandemic extracts a huge toll on the psychological health and leaves a slew of neurological sequel in its wake .He sights the incidents of fourteen neurological and psychiatric disorders ranging from blood clots in brain to psychosis .He points out that consequences where fatal in patients who were hospitalised and where curtailed communication with the outside world . To them the mass media was the only colleague and seeing the greater magnitude and fatality rate of the pandemic resulted in a mental derailing among them. He also elucidates the impact of online classes , home schooling and tremendous burden which they put up on the students which increases the mental anxiety .
- **Michael K Heuer(2020),In the article Corona virus disease (COVID 19): The impact and role of mass media during the pandemic published in The frontiers in** ,the author observed that the outbreak of corona virus has created a global health crisis and resultantly had a deep impact on the way related to human perception. It shows that not only the rate of contagion and it's pattern of transmission threatens us but also the various methods that have to be adopted to contain this is ambiguous .It highlights the fact that mass media have been a long recognized powerful force in shaping human opinions and with technological transformations and technical innovations has started to influence human perception. This work analyses sustainable preventive measures and curtailing misinformation as a major tool to succumb the stigma, also it analyses to increase availability of psychological resources and resilience in socio economic conditions to promote better public health communication . Reduction of stigma prejudice discrimination and inequalities should also be adopted to control the psychological limbo that may rise in the mind of people during the period of this pandemic.
- **Alexandra Owens(2020), In the articles A healthy guide to social media in the COVID 19 era published in Psycom** ,the author showcases gratitude to fast changing news ,social distancing and a major political movement with which our internet connection has become the most important connection in maintaining a healthy relationship with social media .Along side he also highlights the situation that social media can worsen depression and anxiety with the irony that social media can bring people together and facilitate social isolation .In this detailed work he analyses the impact that social media causes on mental health of a person .Along with it the help that social media renders to support and promote mental health is also detailed .In this work the author advocates the need for taking a break from social media to improve mental health rather than continuously using it .He suggests 7 tips for healthy social media habits which includes seeking a new source , reaching out to the needy ,staying active ,cutting ties ,setting boundaries , detoxification and keeping upon one's perspective .

Socio-Cultural

- **Dr Meghan mcgindy (2020) ,In the article The spread of COVID 19 conspiracy theories on social media and effect of content moderation published in Misinformation review** the author investigate into the diffusion of conspiracy theories related to pandemic on various media platforms. The outcome of the investigation are that the mainstream sources contribute more towards conspiracy theory diffusion more than the alternative and other sources which is hard to believe as it is in contrast to the conventional wisdom. Also the platforms content moderation practices are able to mitigate the spread of conspiracy theories. The dynamics of conspiracy theories related to origin of pandemic on media platforms are ascertained alongside considering the mainstream and alternative sources in spread of conspiracy theories. The content moderation policy and diffusion of conspiracy theories are also dealt in detail.

- **Mathew R Kay (2019), In the article How educators can help students resist reactionary propaganda on social media published in ASCD IN SERVICE**, the author suggests that our own perseverance in supporting equity can play a major role. In this article the author analyses different ways with which the students are made to use different media platforms to as to facilitate education. But what we can analyse from his findings is that primarily their exist a digital divide among students and secondarily the available platforms are misused to a greater extent by the children when the basic aim of providing such facility is to impart better education in the available situation .The work also necessitates the need for adequate psychological counselling and mental training to help children understand the do's and don'ts in social media. Also such counselling could help then deal with anxiety which is caused by online education. The author also explains how humility should be modelled and the reflections that can be made with better management of media for imparting better education.
- **Dhana sree ,Himani garg,et.al (2019),In the article Role of mass media and it's impact on general public during corona virus disease 2019 pandemic in North India** :An online assessment published in **Indian journal of medical sciences**, the authors viewed the possibility that based on global experience India is highly prone to the pandemic .It also stated media is playing a very important role in sharing information and connecting people .The study was made with the help of a semi structured questionnaire and the conclusions where that there's a huge spike in the use of mass media during lock down .In the various category of news , anxiety related one's where of highest circulation which accounted to almost one third of the circulated information .It was also found that social media is the major instrument in spreading the media propaganda .The study highlights the need to check misleading and wrong information's in public interest .
- **Martha Powell (2020) ,In the article What role can media play in managing the COVID 19 outbreak in the Infectious disease hub** the author explains that the media was engaged in following every step in the evolution and the spread of this pandemic with multiple stories incessant headlines and continuous updates about the pandemic. The article covers some challenges that the journalist have faced during the outbreak, the sufferings that they undergone to collect news from the ground level and to portray it within the limits of propaganda set by the corporate media tycoons. It enlists many moving facts that the reporters have suffered and the dilemma that have undergone with ground level reporting when everyone else where locked inside their rooms . While many talk about the mental stigma and anxiety which the people who are locked down faces there are only a few who understands the limbo through which each day of a journalists life passes through in this era .The journalist where there first to understand that the pandemic is much more than a science fiction and the end results sare being predictability . Misinformation ,stigma and false news certainly exist but they are brain child of a very few intellect but the whole journalist fraternity and their work ethics is put into question .The suggestion that the author put forward is to non politicize the pandemic or else the outcome would be fatal.
- **Aysha Anwar,Anjum Anwar and Maeryem Malik(2020),In the article Role of mass media and public health communications in the COVID 19 pandemic cited in Cureus** ,the authors opines that mass media has become the major source of information and have significantly contributed to the COVID 19 infodemics .The speedy spread of the infection became a source of public worry and the pathogen creates a state of panic through the various news and concepts that are being spread through the mass media . It also cites that the pandemic highlights various socio -cultural and economic issues arising from the medias arguable role .The coverage that the media gives during lock downs and extended quarantines results in inducing fear and cause psychological stress.The financial and social hardships that the people face are also highlighted in this article.

- **Joseph M T(2020),The article Region in times of COVID 19 published in EPW engage** .He attempts to document the intersectionality of COVID 19 with religion and how media is using it as a propaganda tool to spread hatred among people and thereby hampering the fraternity , harmony and secularist attitude of India. He opines that religion in a general sense is a reservoir of resources to which believers turn, especially in times of crisis. As cited in the article media is using this religious sentiments as part of some vested propaganda and spreads that certain religious beliefs and practices result in the spread of COVID 19. Also in some other instances they spread a misinformation that the customary activities of certain religion can help to curb the spread of this pandemic. Some feels that religion offers explanations as to what is happening and also proposes the means of mitigation but in this contemporary world this is a matter which may result in heated arguments.

Economic

- **Lissie Hiller (2020), In the article Stats Roundup : The impact of COVID 19 on marketing and advertising published in Econ LEARN** ,the author opines that the ongoing pandemic us impacting every part of our life from the places we can go-to the way we spend our time ,the priorities we set and our way of expenditure. It ensures that there's wide ranging ramifications for marketing and advertising as well as in many other sectors like travel , entertainment and FMCG to help the marketers keep on top of the marketing world ,to ensure the existence of their jobs and upkeep their industrial profile they had to make many changes , ignore many of their valuable understandings and change many impactful stats and in short had to make a galloping change to what they considered inevitable and also change the strategy of their propaganda to deal with the changes developed by the pandemic .The work statistically analyzes the profit and loss pattern of many leading advertising and marketing agencies and media tycoons along side the propaganda shift that they adopted to deal with the situation .
- **Anthony E Diresta , Benjamin A Genn et.al (2019),In the article The impact of COVID 19 on your advertising and marketing campaigns published in Holland and Knight alert**, the authors raises a strategic question that the companies faces and the regulatory issues the companies must address and the interest of governmental agencies have on this note while dealing with the situation of this pandemic .The authors view that there are resultant changes to advertising , marketing , promotional and media spends which forces the companies and the brands to reevaluate their concept about the current and future advertising and marketing campaigns so as to assure a steady stream of income .The work cites the measures undertaken by federal trade commission , consumer financial protection bureau and US food and drug administration to deal with the era of pandemic .The work also addresses various issues that the media may grapple while dealing with the present situation including how to sustain the brand when the competition increases during lock down ,how to advertise products of upcoming brands and to their by induce the mind of consumers, various other competitive practices that are fundamentally being adapted by the stake holders to deal with the changing character of the consumers .This also deals with the health wellness and community beneficiary programs that the media telecast so as to facilitate the personal well-being and fulfilment of the restricted community .
- **Matteo Cinelli ,Walter Quattrociochi ,et.al(2020),The article The COVID 19 social media infodemic cited in the scientific reports 2020** the authors address the issue of diffusion of information about the pandemic in various social media platforms.The analysis was with the help of a differential assessment on the evolution of the discourse pan world .The result of this analysis with the help of numerical estimates highlights the fact that the amplification of rumors is the main impact that social media has made during this period of pandemic .The article also highlights the fact that information spreading can strongly influence people's behavior and alter the effectiveness of counter measures deployed by the governments .

4. DATA ANALYSIS AND INTERPRETATION

Data analysis is divided into 2 phases for the purpose of the study. They are percentage analysis and Factor analysis.

- Percentage analysis
- Factor Analysis

1. Gender

Category	Count	percentage
Female	59	49.2
Male	61	50.8
Prefer not to say	0	0

According to the above graph the number of female participated in the survey are 59 which is 49.2 percentage, the number of male is 61 which is 50.8 percentage and number of people who choose prefer not to say option is null.

2. Age

Age group	Count	Percentage
15-25	17	14.2
25-35	52	43.3
35-45	36	30
45-55	11	9.2
55 and above	4	3.3

According to this the age group 15-25 consist of 17 people which is 14.2 percentage, 25-35 consist of 52 people which is 43.3 percentage, 35-45 consist of 36 people which is 30 percentage, 45-55 consist of 11 people which is 9.2 percentage 55 and above consist of 4 people which is 3.3 percentage.

3. Profession

Profession	Count	Percentage
Student	25	20.8
Government employee	42	35
Media professional	18	15
Business professional	19	15.8
other	16	13.3

According to this the people participated in this survey are students 25 which is 20.8 %, 42 government employees which is 35%, media professional is 18 which is 15%, business professional is 19 which is 15.8% and others is 16 which is 13.3%.

4. Combat effectiveness

Opinion	Count	Percentage
Strongly agree	24	20
Agree	41	34.2
Neutral	47	39.2
Disagree	8	6.7
Strongly disagree	0	0

According to this analysis 24 people which is 20% strongly agreed that the media was successful in conveying them the requirements and steps necessary to tackle the pandemic, 41 people (34.2) agreed, 47(39.2) stood neutral, 8 people (6.7) disagreed and no people disagreed to this statement.

5. Educational impact

Scale	Count	Percentage
5	17	14.2
4	43	35.8
3	56	46.7
2	2	1.7
1 and less	2	1.7

According to this percentage analysis 17 people which is 14.2% gave 5 to media out of 5 on its impact in the educational arena by online platforms, 43 people (35.8%) gave 4, 56 people (46.7%) gave 3, 2 people 1.7% gave 2 and 2 people which is 1.7% of the total gave one or less.

6. Choice coercion

Opinion	Count	Percentage
Strongly agree	11	9.2
Agree	45	37.5
Neutral	50	41.7
Disagree	12	10
Strongly disagree	2	1.7

The statement that media and its new advertising techniques coerced the people on their decision making 11 people (9.2%) strongly agreed, 45 people (37.5%) agreed, 50 people (41.7%) stood neutral, 12 people (10%) disagreed and 2 people (1.7%) strongly disagreed.

7. Checking societal norms

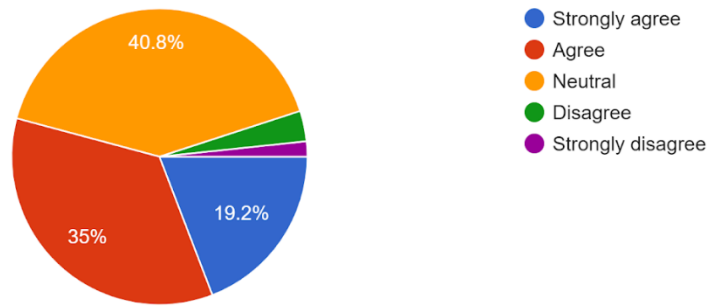
Opinion	Count	percentage
Strongly agree	21	17.5
Agree	30	25
Neutral	54	45
Disagree	14	11.7
Strongly disagree	1	0.8

According to this percentage analysis 21 people which is 17.5% of the total strongly agreed that media played a good role in shaking the paradoxical societal norms, 30 people (25%) agreed, 54 people (45%) stood neutral, 14 people (11.7%) disagreed and 1 person (0.8%) strongly disagreed.

8. Economic promotion

In the matter of economic stability media through its various programs rendered a helping hand to the downtrodden amidst pandemic. Comment

120 responses



According to this 23 people (19.2%) strongly agreed that in the matter of economic stability media helped the downtrodden with its various programs, 42 which is 35% agreed, 49 which is 40.8% stood neutral, 4 people which is 13.3% disagreed and 2 people which is 1.7% strongly disagreed.

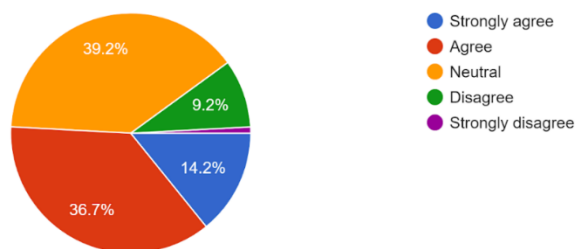
9. Propaganda influence

Opinion	count	percentage
Strongly agree	22	18.3
Agree	46	38.3
Neutral	39	32.5
Disagree	12	10
Strongly disagree	1	0.8

According to the report 22 people 18.3% strongly agreed to the statement, 46 people 38.3% agreed 39 people 32.5% stood neutral, 12 people 10% disagreed to the statement and 1 person 0.8% strongly disagreed.

What is your take on the concept that media are more centric to their TRP goals rather than customer satisfaction ?

120 responses



10. Customer satisfaction

According to this report 17 people strongly agreed 14.2%, 44 people agreed 36.7%, 47 people 39.2% stood neutral, 11 people which is 9.2% disagreed and 1 person strongly disagreed.

Factor analysis**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
In what scale do you rate the media on its impact in the educational arena by online platform ?	3.63	.745	120
Record your response on the statement that media and its new advertising techniques coerced you in your decision making while choosing a product.	2.58	.857	120
Do you feel that media has played a commendable attempt in shaking the paradoxical societal norms?	2.56	.933	120
In the matter of economic stability media through its various programs rendered a helping hand to the downtrodden amidst pandemic. Comment	2.33	.882	120
The propaganda set by media took control over your mind in making a conventional shift from contemporary concepts of choice making .Comment	2.38	.918	120
What is your take on the concept that media are more centric to their TRP goals rather than customer satisfaction ?	2.44	.858	120

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.682
Bartlett's Test of Sphericity	Approx. Chi-Square	108.158
	df	15
	Sig.	<.001

Interpretation

KMO determines the results collected from the sample data are adequate or not. If the KMO is nearby or greater than 0.5 it is considered as adequate data. So the value obtained in the above KMO is .682 which is more than 0.5 so it concludes that the data collected is adequate.

Communalities

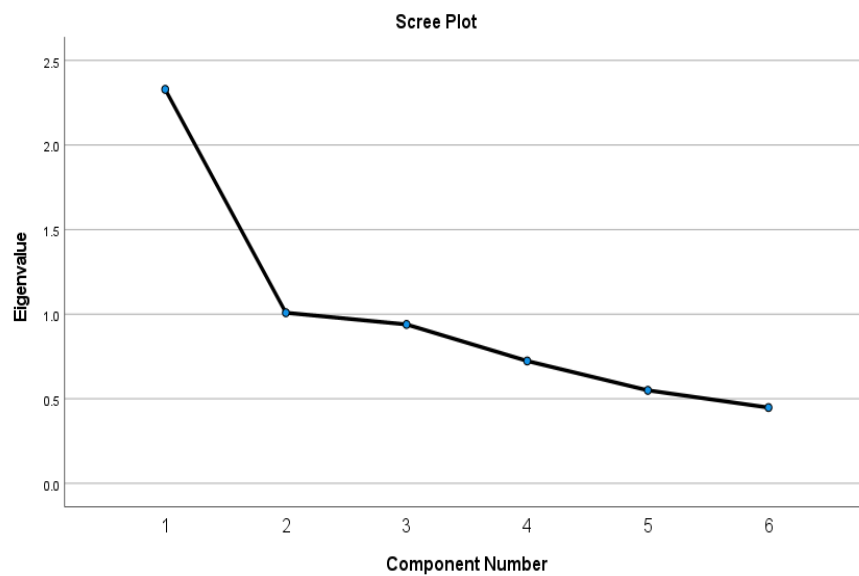
	Initial	Extraction
In what scale do you rate the media on its impact in the educational arena by online platform ?	1.000	.326
Record your response on the statement that media and its new advertising techniques coerced you in your decision making while choosing a product.	1.000	.420
Do you feel that media has played a commendable attempt in shaking the paradoxical societal norms?	1.000	.638
In the matter of economic stability media through its various programs rendered a helping hand to the downtrodden amidst pandemic. Comment	1.000	.738
The propaganda set by media took control over your mind in making a conventional shift from contemporary concepts of choice making. Comment	1.000	.771
What is your take on the concept that media are more centric to their TRP goals rather than customer satisfaction ?	1.000	.444

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Multiple Correlations	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	2.329	38.822	38.822	2.329	38.822	38.822	1.811	30.183
2	1.009	16.813	55.635	1.009	16.813	55.635	1.527	25.172
3	.940	15.662	71.297					
4	.724	12.062	83.359					
5	.550	9.168	92.528					
6	.448	7.472	100.000					

Extraction Method: Principal Component Analysis.



Interpretation

Scree plot is determined to show the factors to retain on X axis containing component number from 1 to 6 and Y-axis containing Eigenvalue 0 to 2.5. From the graph, it explains that the curve begins to flatten between 1 and 2.5. From the factor component 2.2 the factor line started declining to a smaller and smaller number of component variance. From second component factor it started declining proving that the eigenvalue is below 1, so only 4 factors were extracted.

Component Matrix^a

	Component	
	1	2
Do you feel that media has played a commendable attempt in shaking the paradoxical societal norms?	.706	.374
In the matter of economic stability media through its various programs rendered a helping hand to the downtrodden amidst pandemic.Comment	.670	-.538
What is your take on the concept that media are more centric to their TRP goals rather than customer satisfaction ?	.636	-.198
Record your response on the statement that media and it's new advertising techniques coerced you in your decision making while choosing a product.	.583	-.284
In what scale do you rate the media on its impact in the educational arena by online planform ?	-.571	-.018
The propaganda set by media took control over your mind in making a conventional shift from contemporary concepts of choice making .Comment	.557	.678

Extraction Method: Principal Component Analysis.



a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
In the matter of economic stability media through its various programs rendered a helping hand to the downtrodden amidst pandemic. Comment	.859	.001
Record your response on the statement that media and it's new advertising techniques coerced you in your decision making while choosing a product.	.632	.144
What is your take on the concept that media are more centric to their TRP goals rather than customer satisfaction ?	.620	.244
In what scale do you rate the media on its impact in the educational arena by online planform ?	-.434	-.372
The propaganda set by media took control over your mind in making a conventional shift from contemporary concepts of choice making .Comment	.009	.878
Do you feel that media has played a commendable attempt in shaking the paradoxical societal norms?	.316	.734

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Component Transformation**Matrix**

Component	1	2
1	.779	.627
2	-.627	.779

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

Factor -1 -Services:

Among the 2 factors extracted services is one of the factors which includes provision of information, impact on educational platforms, social awareness with high value more than 0.5. The mentioned variables were grouped under factor named “Media services”. Media contributes information regarding economic stability through various programmes, they also help the society in knowing up to date information’s regarding the pandemic. Media has played a prominent role in educational platforms especially during this pandemic times. Digital media has become a powerful means of connecting, communicating, creating and learning among students. The media play a crucial role in raising public awareness and gathering opinions, information, and attitudes about a certain concern. In the rising world, media is the most powerful asset for communication, increasing awareness and presenting the genuine situation of society.

Factor-2-Impact:

The second factor compromises impact of media while decision making, control over customer’s mind, customer satisfaction. Social media has an impact on consumer purchasing decisions due to the development of internet shopping and the amount of time people spend on social media. Consumers inspired by social media are more likely to spend more money on items. The customer path has been reduced thanks to social media and e-commerce. People tend to trust media when it comes to purchasing of a product as it provides lots of options, opinions and information regarding the product. It can be said that media marketing has significantly positive impact on customer satisfaction. Social media marketing plays significant role in building customer satisfaction.

FINDINGS

1. Public perception towards media and its propaganda during pandemic

From the outcome we can understand the media and its marketing tactics partially affected the decision making capacity of people especially during pandemic. From the analysis it is evident that to some extent the media has supported the people at the time of pandemic but they were so specific about their TRP goals and also they helped out people by giving awareness to them in various ways .The media isn’t a boon or bane, it is something in between because they gave aid to us in tackling the pandemic but they always prioritized their own benefits.

2. Identified that media is a deciding factor in our society which can change our core things such as political view ,religious beliefs etc
3. Relation between gender and other variable –from the analysis we can understand that both of the prominent genders doesn’t affect the respondent
4. From the factor analysis it is evident that media has played a crucial role in the period of pandemic. It helped in spreading awareness and the presence played a important role in educational sector .Media contributes information regarding economic stability through various programmes. Digital media has become a powerful means of connecting, communicating creating and learning among students.
5. From the second factor we understood that the impact of media while decision making, control over customer’s mind, customer satisfaction. Social media has impacted the consumer purchasing

decisions due to the development of internet shopping and the amount of time people spend on social media.

SUGGESTIONS

- Media is like a two sided coin it can help us at the same time it can make a change in our core beliefs so be mindful while taking decisions
- Media isn't fully reliable so think twice before you believe
- Media can be used for educational purposes but it can also show content which isn't suitable for children
- It can also be used for spreading of misinformation and hate.

CONCLUSION

Media is a tool to provide information to the public and to propagate awareness during COVID pandemic, but it may also be misleading. Media did great work by helping government to combat the pandemic and to keep people updated. India, with a population of about 1.3 billion, is using media and at times falling into their honey trap, it is the responsibility of the media and the people not to forward any misleading news without verifying the facts and also their source. Although it is hard to show COVID-related reports on 24 × 7 h by media. According to the research, media the only way to know things which is happening around globe and sitting in the four walls of the home humans are slipping down into psychological issues such and depression anxiety and all, it is hard but we should accept that the things media show isn't fully reliable

Since the prevalence of the virus, COVID-19 spreads people to people at the social level. It is necessary to take appropriate mental and physical health precautions Psychiatrists, Psychologists they can aid in avoiding this situation from taking toll on mental health. Strategies, such as an online psychological helpline, can also be taken to avoid this.

BIBLIOGRAPHY

- Ali haif Abbas(2020)-In politicizing the pandemic: A schemata analysis of COVID 19 news in two selected news papers published in international journal for the semiotics' of law : <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7332744/>
- Natasha Kassam (2020) -Misinformation, Truth and Trust: COVID 19 is killing truth - and public trust <https://interactives.lowyinstitute.org/features/covid19/issues/truth/>
- Christina Pazzanese(2020)-Battling the pandemic of misinformation <https://news.harvard.edu/gazette/story/2020/05/social-media-used-to-spread-create-covid-19-falsehoods/>
- Ruhi Khan and Danish Khan (2021)-India cannot breath further .Is the media choking it further <https://blogs.lse.ac.uk/medialse/2021/05/07/india-cannot-breathe-is-the-media-choking-it-further/>
- Jinoy Jose P (2020)-Propaganda and politics in the time of pandemic <https://www.google.com/amp/s/www.thehindubusinessline.com/opinion/columns/the-cheat-sheet/propaganda-and-politics-in-the-time-of-a-pandemic/article31465239.ece/amp/>
- Bhupen singh (2020)-Media in the time of COVID 19 <https://www.epw.in/engage/article/media-time-covid-19>
- Wei Hong, Ru De Liu, Yi Ding et.al(2021)-Social media exposure and college students mental health during the outbreak of COVID 19 :The mediating role of rumination and the moderating rule of mindfulness <https://www.liebertpub.com/doi/full/10.1089/cyber.2020.0387>

- Dean McDonnell (2021)-Mental health consequences of COVID 19 media coverage :The need for effective crisis communication practices
<https://globalizationandhealth.biomedcentral.com/articles/10.1186/s12992-020-00654-4>
- Dr (Lt gen)C S Narayanan(2021)-COVID 19 and its impact on mental health
<https://www.google.com/amp/s/www.financialexpress.com/lifestyle/health/covid-19-and-its-impact-on-mental-health/2230534/lite/>
- Michael K Heuer(2020)-Corona virus disease (COVID 19): The impact and role of mass media during the pandemic
<https://www.frontiersin.org/research-topics/13638/coronavirus-disease-covid-19-the-impact-and-role-of-mass-media-during-the-pandemic>
- Alexandra Owens(2020) -A healthy guide to social media in the COVID 19
<https://www.psychom.net/mental-health-social-media-covid>
- Dr Meghan mcgindy (2020) -The spread of COVID 19 conspiracy theories on social media and effect of content moderation
<https://misinforeview.hks.harvard.edu/article/the-spread-of-covid-19-conspiracy-theories-on-social-media-and-the-effect-of-content-moderation/>
- Mathew R Kay (2019)-How educators can help students resist reactionary propaganda on social media
<https://inservice.ascd.org/how-educators-can-help-students-resist-reactionary-propaganda-on-social-media/>
- Dhana sree ,Himani garg,et.al (2019)-Role of mass media and its impact on general public during corona virus disease 2019 pandemic in North India
<https://ijmsweb.com/role-of-mass-media-and-its-impact-on-general-public-during-coronavirus-disease-2019-pandemic-in-north-india-an-online-assessment/>
- Martha Powell (2020)-What role can media play in managing the COVID 19 outbreak
<https://www.id-hub.com/2020/03/05/role-can-media-play-managing-covid-19-outbreak/>
- Aysha Anwar ,Anjum Anwar and Maeryem Malik(2020)-Role of mass media and public health communications in the COVID 19 pandemic
<https://www.cureus.com/articles/38293-role-of-mass-media-and-public-health-communications-in-the-covid-19-pandemic>
- Joseph M T(2020)-Region in times of COVID 19
<https://www.epw.in/engage/article/religion-times-covid-19>
- Lissie Hiller (2020)-Stats Roundup : The impact of COVID 19 on marketing and advertising
<https://econsultancy.com/stats-roundup-coronavirus-impact-on-marketing-advertising/>
- Anthony E Diresta , Benjamin A Genn et.al (2019)-The impact of COVID 19 on your advertising and marketing campaigns
<https://www.hklaw.com/en/insights/publications/2020/04/the-impact-of-covid19-on-your-advertising-and-marketing-campaigns>
- Matteo Cinelli ,Walter Quattrociochi ,et.al(2020)-The COVID 19 social media infodemic cited in the scientific reports 2020
<https://www.nature.com/articles/s41598-020-73510-5>