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Media, the Reflector of Transition and Skills in the New Normal of Pandemic

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Abstract— Individual views, beliefs, knowledge, acceptance and reformation towards an integrated and transcended world culture is largely shaped and sufficed through the medium of media be it electronic, print, advertising or the platform of YouTube channel. One cannot overlook the influence of media in executing cultural communication, reconnaissance, correlation and edutainment. Media, the mirror of the modern society not only makes the individual aware of the present happenings existing around the globe but manifests as the key anchor in transition and transformation.

With the dreadful advent of the disastrous Covid 19, the human life and existence has undergone a radical change in terms of education, vocation, consumerism and scientific research. The pandemic counter face has not only brought man close to real life challenges and crisis but also has shown different ways of empowering his creative mind to new avenues of overcoming strife with skilled traits and resolutions.

The present paper attempts in foregrounding the individual and collective efforts in strengthening the young generations equip with soft skills, communication skills, creative thinking forum and inspiring lives in the platform of YouTube channel as well as enabling edification with techno tools through virtual classroom discourse in the new normal of Pandemic.

Key words: Pandemic intrusion, Covid19 effect, positive introspection, creative initiatives, emotional intelligence, Self-reliant India

How life is affected with the intrusion of any pandemic

Across the time and space of hominid existence, man has experienced pandemics predominantly as an emergence of a virus-related syndrome from animals. The menace of any pandemic is obsessed by the pooled paraphernalia of catalyst threat likely to be verbose sketchily through human populations. These pandemics cause major, pervasive upsurges in morbidity and mortality besides unsettling the economic stability and growth. One cannot overlook the crude face that these pandemic wave vindications root out critical social and economic commotion.

A massive individual behavioral change is noticed where fear, anxiety, feeling of insecurity pervades the human mind in inducing aversion towards offices or workplaces and other public congregation places, as a prime cause of negative shudders in aggravating the hazardous situation.

One must differentiate between numerous extensive classifications of pandemic threats. At one life-threatening are pathogens that bear high prospective to reason accurately worldwide, unembellished pandemics. This category comprises of

contagion influenza viruses. These pathogens transfer or spread efficiently between humans has adequately extensive asymptomatic transmissible epochs to expedite the concealed movement of infested persons, and have indicative silhouettes that present survival challenges.

The advent of Corona virus in individual life and society

With the advent of Covid 19 or novel corona virus the World Health Organization (WHO) proclaimed it as a disease on 11th February 2020. It is diagnosed as a respiratory disease which influences the well-being of the individual as unabridged. The first case of COVID-19 was authentically reported to have been spotted from Wuhan of China in December 2019. With intensive investigation the WHO confirmed in March, 2020 the novel Corona Virus to be a massive Pandemic disease, spreading swiftly transversely the countries around the globe. The indicators of this infection include temperature, sore throat and cough, strain in inhalation. Man being a communal animal and thus confined within societal associations and interfaces are indispensable to his existence. But the dawn of novel Corona virus into the physical world and the inhibition measures impersonated a challenge to the interpersonal and communal collaborations. From the hominid existence, these societal acquaintances, communications and associations have developed fundamental into our existence. So, with the absence of such construction, unquestionably leads to nerve-wracking conditions of seclusion, apprehension, melancholy, dejection, mental disorders, health vulnerabilities, and several other concerns which influence the individual life and the communal society as a whole. The inputs drawn in this paper is based on the sources,

information collected from various means such as published Journal Articles, Newspapers, Books, and Reports of various Government Organizations, Non-Governmental Organizations and Commission, social media and personal experiences and initiatives.

Positive introspection and retrospection through social media

During the dreadful repugnance of Covid 19 the Social Media has played a major role in not only healing the psychological well-being of the mass because of social distancing but also broadcasted timely information about the origin, cause, effect and measures need to be taken for safeguarding against the virus. Be it different news channels on DDK , AIR or FB, Tweeter, WhatsApp, YouTube platform etc. , much effort is taken both individually and collectively by social media in making people aware of the real situation. To a great extent media helped in making the victims reach the health professionals, bringing live messages of health experts to face the challenges, empower the law and order officials to take right control on the situation, interviews, group discussion, questionnaire on the rising issues etc. became effective and successful in bringing the world close in the fight against Covid 19.

As the call for the lockdown might have substantiated unnerving on our physiological and psychological stability, but it also has offered a platform for celebrities, health workers, politicians, economic analysts, educationalists, athletes, creative artists and normal people across the globe in sharing their reflections and motivational posts on the social media to help people remain optimistic and enthused during the pandemic. It is quite obvious for any individual who is confined indoors to be haunted with the inevitable feelings of

anxiety, despair and uncertainties. But the need of the hour is not to succumb to such stressful spell but empower oneself with firm resolution to meet the challenges. Many thoughtful people across the globe have been uploading inspirational songs, videos, poems, tales, and art pieces in the media floor to strengthen the mind of the common man.

With the advice of the Government, to follow social distancing during the time of lock down social media undoubtedly has been leading a vital role for people who are wedged at homes to spend quality time in watching Facebook and Instagram live. Crucial medical counseling can be shared in introducing a change in the way of living.

In spite of being at farthest corners of the world, people can be in tune and touch with their dear ones because of the feasibility and user friendly usages of social media and digital application at the finger tips. One cannot ignore the increasing impact and efficiency on the online social networking and communication services technology.

The more people are exposed to the crude crisis of Covid 19, its menace and plight, the more they have gone through positive introspections and retrospections.

Deborah Tannen who is an author and Professor of Linguistics at Georgetown, says:

The comfort of being in the presence of others might be replaced by a greater comfort with absence, especially with those we don't know intimately...The paradox of online communication will be ratcheted up: It creates more distance, yes, but also more connection, as we communicate more often with people who are physically farther and farther away-

and who feel safer to us because of that distance.

(www.politico.com/news/magazine/)

Peter T. Coleman who is also an author and a professor of Psychology at Columbia University observes intractable conflict. His upcoming book titled, *The Way Out: How to Overcome Toxic Polarization* would be released in 2021. He opines:

Covid 19 is presenting us with a formidable enemy that will not distinguish between reds and blues, and might provide us with fusion like energy and a singularity of purpose to help us reset and regroup.

(www.politico.com/news/magazine/)

Eric Klinenberg who is also a professor of Sociology and is the Director of the Institute for Public Knowledge at New York University, has authored the book titled *Palaces for the people: How social infrastructure Can help fight Inequality, Plarization and the Decline of Civic Life* (2018) gives his views:

The coronavirus pandemic is going to cause immense pain and suffering. But it will force us to reconsider who we are and what we value, and, in the long run, it could help us rediscover the better version of ourselves.

(www.politico.com/news/magazine/)

Jonathan Rauch who is a distinguished writer at *Atlantic* and also he is a senior fellow at the Brookings Institution. He is of the opinion:

People are finding new ways to connect and support each other in adversity; ... and they

will become newly conscious of interdependency and community.

(www.politico.com/news/magazine/)

Sherry Turkle is a renowned professor of the Social Studies of Science and Technology at MIT. He is also the founding Director of the MIT initiative on Technology and Self. He has authored the book, *Reclaiming Conversation: The Power of Talk in a Digital Age*(2015). He states:

Perhaps we can use our time with our devices to rethink the kinds of community we can create through them ... This is breaking open a medium with human generosity and empathy. This is looking within and asking: "What can I authentically offer? I have a life, a history. What do people need?" If, moving forward, we apply our most human instincts to our devices that will have been a powerful Covid 19 legacy. Not only alone together, but together alone.

(www.politico.com/news/magazine/)

Creative Initiatives taken; its need, objectives and manifestation

With regard to the positive reflections presented aforesaid, it is quite imperative to take one's own initiative individually and collectively in the making of a strong nation. With the spirit of creative thinking and learning, I have taken an educational initiative EMPORIUM OF SKILLS Module 1 Intonation, Module 2 Phonetic Sounds on the YouTube platform during the lock down period with the intention to facilitate the young minds in mastering specific skills through a series of modules. It intends to strengthen and empower the learners with the right usage of quality time in English Language Acquisition skills. The objective has been to offer a learning platform to the young generation in a clear, cohesive and pleasurable way so

that they prepare themselves with strong and correct communication skills to face the challenges of the competitive world in the post Covid arena. I have also initiated TOUCH OF ETERNITY, on the YouTube platform, a series of originally composed poems, like, CORONA: Life in Transition and Transformation, In the Canvas of Green, some of which have been awarded in the National and International level to instigate the young minds in creative thinking as well as bring them close to the importance of nature and keeping alive the human values and ethos. As personality development, interpersonal skills, critical thinking, emotional intelligence and other soft skills are all inter-connected; a strong hold on the language proficiency and humane values obviously will pave the gateway towards mastering a variety of skills.

I have also taken keen initiative in empowering the young generation through the instruction and practice of Yoga and Meditation. As it is the universal truth that a strong mind dwells in a healthy body, I have taken efforts in teaching the young learners on the virtual platform the different forms of asanas, pranayams, the benefits of Yoga and Meditation to cross this hard time and increase the immunity system. The five major theories from the psychological perspectives which are Biological, Psychodynamic, Behavioral, Cognitive and Humanistic gets accumulated and manifested with the practice of Yoga.

Music has the magical power of drawing the attention of the common man from a stressful life filled with apprehensions, uncertainties, insecurity to a stress-free, blissful and a world of tranquility. With regard to offer a platform of creative peace and solace to the confined mass during this

pandemic period, I have produced several original self-composed Vocal videos in the YouTube channel with the intention that it inspires and empowers them with physical and psychological strengths to defeat Covid 19.

To defeat the disastrous wave of corona and make the young generation strong in the education field, the virtual classroom or online teaching initiative has undoubtedly given ample opportunities, exposure, experience to the students being equipped with the digital tools- hands on experience with the confidence of technology that the lock down has not stopped the learning process rather created new avenues of transitions and transformations to be better eventually building a self-reliant India.

In order to build a self-reliant India, people need to be aware of their innate potentials, capabilities, abilities, belief in their resolutions and a well-planned strategy. Sky is the limit for the initiator with hard work, dedication and determination. The indispensable part played by the media in creating awareness, campaigns and assistance in the Make in India or Atmanirbhar Bharat is a strong medium for the need of the hour in Post Covid scenario where India discovers its unique place in the world's innovative canvas standing firm with its resolutions and commitments

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