



Webinar on Risk communication during covid 19: managing life

On January 18, 2021, the Department of Psychology organized a webinar on “Risk Communication during Covid 19: Managing Life” at Mahatma Gandhi Shati Smarak Mahavidyalaya Garua Maksudpur, Ghazipur. The webinar began with the opening address of the Principal Mr. Sushil Tiwari. Mr. Dharendra Yadav was the guest speaker. All the faculty members of the college participated in this seminar through the Zoom platform. The students of the college also made their active presence on this zoom platform.

The Pandemic showed the world at large that appropriate risk communication strategies are of vital importance to deal with a disaster of unprecedented scale. Conventional communication alongside a host of social media played a range of roles from spreading awareness, building preparedness, reducing mental anxiety and associated stigma, spurring policies and action to spreading misinformation, reinforcing popular myths, blurring the distinction between science and pseudo-science. This chapter seeks to understand how effective the communication strategies were in India during the Covid Pandemic. Drawing from the “Social Amplification of Risk framework” it examines the relationship between information sources with the nature of medium and social stations. The broad objective is to understand how social and cultural factors shape the impact of communication. The study highlights that risk concerning the pandemic was amplified or attenuated depending on social and political considerations. It calls for increased attention to the government’s role in regulating and reframing communication strategies.

Mr. Nitesh Pandey in charge of the department of psychology emphasized how to contain the spread of Covid-19.

The concluding remarks were made by Mr. Rajeev Kumar incumbent Assistant Professor of Economics.


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