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# A Review on Media Tradition and Realities in Natural Disasters

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**Abstract:** *The paper surveys how the media has added to battling normal perils. An essential goal of the examination is to centre the associations, pressures and territories of bargains of media amid common fiascos highlighted inside the late writing. The article focuses on three areas: (1) media response to routine disasters; (2) media fallacies about disaster casualties; and (3) media role as a partner or weight group in routine disasters. Focusing on these three angles, the available material reveals that the media coverage of disaster events has a lasting impact on the minds and spirits of the populace and may effectively urge people to assist or can result in feedback of the situation. The media occasionally plays a significant role in spreading false beliefs about disaster victims, characterising them as either defenceless or raiders. Since they are there to gather direct and limited catastrophe data as an aware to provide in the open commercial sector of a group of observers, the media may give weight to their reports rather than spare or save casualties and survivors.*

**Keywords:** *Media, Natural Disasters, Disaster victims.*

## 1. INTRODUCTION

Normal debacles are quite arbitrary and unfavourable in character. They come on suddenly and give little warning to deal with the situation. Normal catastrophes don't have a certain moment when they occur; instead, they can occur at any time and can come in various forms. Whether it aligns with common hazards preparedness, reaction, or Recovery, the relevance of viable correspondence in such catastrophes is commonly acknowledged (Lee, 2008).

Open regularly changing media to access crisis-updated information and to believe the information provided. In a study, 65% of participants said they believed the media coverage of Hurricane Katrina as a reliable source of information about the risk associated with Katrina



(Pew, 2005). As a result of media coverage, crowds of people will grow significantly when a recognisable fiasco is shown in passing (Fernando, 2010). In their essay "Catastrophe and the Media," Stewart and Hodgkinson (1988) write that there is no need for additional discussion of the media's coverage of typical disasters because readers' and viewers' increased exposure to frequent dangers reflects peoples' interest in emergency situations. Even paying to view disaster movies is common.

People in groups may find it horrifying to witness others' hardships, but they are nonetheless drawn to watch these movies (Antilla, 2005). However, the environmental disaster movies also support natural arguments (Murray and Hermann, 2007). The majority of Eco disaster movies show the destruction of unending rural landscapes and the evacuation of the backwoods as a result of common disasters and mass pulverisation as a result of typical failures. In his video, Al Gore warns that "our ability to exist on planet Earth and to have a future as a species is in question" (Bailey, 2006).

### **Disaster Marathons**

The media has always been interested in events and stories that have an impact on people. In a way, common disasters have the most impact since they obliterate a large number of material and human components. Since there have been daily newspapers, debacles have been a topic of conversation in the media. In fact, news images of events like the Hindenburg explosion captured the attention of the public long before television. When a significant disaster occurs, media halt regular programming and start "debacle marathons" on television.

The latest information and updates on the tragedy and developing events are provided by the media. Even when no one is yet certain of the situation in the early stages of the crisis, journalists are preoccupied with acquiring information and statistics regarding injury, destruction, and setbacks. According to MacDougall and Reid (1987), no journalist covering a disaster can avoid documenting setbacks, unintentional backlash, explanations for the catastrophe, and salvage and relief efforts.

However, the financial demands of the media force them to disseminate irrational information about a typical threat in its early phases without proper background investigation, which can lead to populace misinformation and deception. Data is spread during such bursts of competition and haste without much "quality control" to efficiently fill the time and space allocated to the scope (Waxman, 1973).

In a fiasco situation, especially, national and global media scope assumes a critical part in either facilitating or thwarting salvage and help exercises. Media scope rouses helpful interests among the mass gatherings of people, which can yield the speedy reaction of a country in giving alleviation exercises to the casualties. Media are the most essential and huge on-screen characters in managing all phases of a characteristic danger. Media scope can prop up salvage and recuperation endeavours by begging magnanimous activities from the individuals from gathering of people. Media can likewise improve open mindfulness and encourage open help with nearby groups.



### **Myths in the media about disaster victims and their repercussions.**

Since a very long time ago, disaster analysts have understood that both the general public and authority figures are susceptible to believing certain disaster myths. One example of such a myth is the idea that victims are raiders, have freakish behaviour, are frequently immobile, and are waiting for outside assistance when things are bad.

The media commonly refers to the frantic horde searching for food as robbers. Rehashed media stories about individual acts of robbery and rebellion not only taint the image of the entire group during a crisis, but also convince people that the victims are the robbers. Wenger, James, and Faupel (1980) found that because the same media accounts are frequently repeated, people have a predisposition to believe the myths of individual activities in a scandal. The majority of relief resources are thus directed on peace conditions rather than the crucial concerns of nutrition, safety, and assistance works since aid organisations and relief specialists may feel nervous travelling to these areas.

The media are the most equipped and most efficient partners to enter disaster-stricken areas and unearth facts from all available sources, including victims, survivors, and any employees and administration in executing their professional tasks. The media are biased to oversaturate a disaster scene, according to Scanlon and Alldred (1982), who also place demands on the present sources of correspondence and offices of transportation. Therefore, emergency management operations operated by local authorities typically determine the most effective way to handle such media proximity and to regulate the asset weights likely to manifest if there should be an occurrence of such incursions.

Media may be perceived as trespassers, which turns the media myth that they are the first on the scene of the disaster as a saviour on its head. According to F. Payne (1994), "Taking Care of the Press," media attention is focused during times of crisis. The media believes they have excellent crisis management teams on hand to respond on the spot. Since it is the media's fundamental duty to disseminate the updated information to the public, they see themselves as being solely responsible for reporting the failure news and editorial on the occurrences.

## **2. CONCLUSION**

Normal hazards that are out of control cause severe alterations to the composition of the planet. All relevant parties and allies, especially the media, rush to the overcrowded areas to cover the chaos of people and things. When saving the casualties and helping the survivors, for which media teams are unprepared, a wild rivalry of first reporting, recording, and elite stories between various media associations, for which they are prepared and what they are coordinated to accomplish, begins, the media myth of being the first to spare casualties of calamities is far from being obviously true.

In spite of the fact that they go out on a limb and face genuine dangers and confinements, they battle to be first on the spot and some way or another move to achieve the scene and put their most extreme endeavours to uncover the truth. Despite the fact that the myth of discovering the truth is itself questionable and the truth is constantly enhanced, yet every



media correspondent claims his or her story is a target representation of the truth. Their substance incites enthusiastic bid and affects quick reaction among the gathering of people for salvage and help endeavours. Media's broad scope of human sufferings in characteristic perils draws in full consideration of the gathering of people.

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