

# The Role Of Legislation And Media For Awareness Of Covid-19: A Study Of India And Pakistan

**Dr. Muhammad Ramzan Wattoo<sup>1</sup>, Dr. Aatir Rizvi<sup>2</sup>, Muhammad Azeem Farooqi<sup>3</sup>**

<sup>1</sup>PhD, Kookmin University, South Korea HOD Department of Law, Lahore Leads University, Lahore

<sup>2</sup>PhD (PU), LL.M (Cambridge, UK), M. A. (Pol. Sc.); Head of Department, (Dr. Muhammad Iqbal Law School – GCU Lahore)

<sup>3</sup>PhD Scholar (PU), LL.M (PU), M.A. English (PU); Visiting Lecturer (Dr. Muhammad Iqbal Law School – GCU Lahore)

## Abstract

The Coronavirus epidemic (COVID-19) has sparked a global health crisis that has had a profound impact on the way we perceive our everyday life. India and Pakistan are facing several key challenges on the COVID-19 front. The media can play important role in disseminating information about the new coronavirus pandemic (COVID-19). During times of public crises, media must ensure to communicate crisis information efficiently and effectively to the general public, otherwise, it may cause uncertainty, fear and anxiety. The basic motive of media is to inform society and to work for social welfare at a massive level as it targets the mass population. The legislations regarding COVID-19 have also played its role in provoking the people to prevent from pandemic. Electronic media can be used to improve public compliance with the safety measures proposed by global health organizations to combat the spread of COVID-19. Electronic media can create mass awareness of important COVID-19 issues through television commercials, specials and series features, by producing films and documentaries on this topic.

**Keywords:** COVID-19, Legislation, Electronic Media, Awareness Campaigns, India-Pakistan.

## I-Introduction

Global health specialists have been stating for quite a long time that another pandemic, whose speed and intensity is like the flu epidemic of 1918 <sup>1</sup>is going to threaten. We are now facing an immediate crisis. COVID-19 (Coronavirus disease) now behaves in the same way as the pathogen; we have been worried about for a century. There are two reasons why COVID-19 is such a threat. First, it can kill healthy adults and older people who already have health problems. Second, Covid-19 is efficiently transmitted. An infected person transmits the disease to two or three other people. <sup>2</sup> COVID-

19 is an irresistible illness brought about by another coronavirus first distinguished in December 2019. Coronavirus is a group of infections known to cause respiratory diseases.<sup>3</sup>

In India, COVID-19 statistics show the number of coronavirus cases to 3468272 with 62750 deaths and 2649621 cases recovered till August 29, 2020. The country has been reporting new cases of the infection consistently since March 2, 2020. With an increasing number of new cases, some patients underwent a positive quarantine test after a complete recovery.<sup>4</sup> In Pakistan, the number of patients with COVID-19 crossed 295053, so far

the number of recovered cases are 279,937 and virus has caused death to 6284 victims in Pakistan.<sup>5</sup> Pakistan announces an extension of two weeks Lockdown after a continued increase in of coronavirus in the country.<sup>6</sup>

This infection has abruptly brought up numerous issues, particularly as it is spreading quickly around the globe; what are the indications? Who is at the greatest hazard? How might we ensure ourselves and family lives? Researchers, medical specialists and individuals are searching for answers and the media is attempting to share information to lessen vulnerability. Media attention assumes a key role in daily life, however maybe more so than in the midst of emergency. People in general depend vigorously on the media to keep very much educated regarding recent developments in this pandemic. The COVID-19 outburst has gathered overall media consideration and public response. As a result of the COVID-19 epidemic, more than half of the world's practices have been blocked, which has had a profound impact on our daily lives, unlike in the past. Here the media plays an important role in our lives. The media is the mirror of society, because it represents society. Media has a massive impact on us these days.

Electronic media for example television, newspapers and social networks assume a focal job in communicating with the public about what is going on in the world. In cases where the public has no immediate information or experience of what is going on, it relies mainly on the media to keep it informed. This does not mean that the media simply tells us what to think. People do not accept media reports without criticism. However, it is critical to set agendas and focus the public interest on specific issues, and to limit the range of issues and perspectives that influence the public debate.

Today, the media can play an important role as a link between health specialists, health workers and the community. Electronic media can introduce important medical information about COVID-19, which can be linked to the publican easily accessible formats through different TV channels and social media; and trust it because the authorities cannot access it separately, but do have access to the media. Electronic media consists of Television, radio, social media and print media etc. This article will focus on television and will take only a bird eye view of other forms of electronic media. Television Channels can become a medium to launch awareness campaigns to aware and protect people from COVID-19 by distributing information across the country in their own way to ensure the health and well-being of the people in Indo-Pak.

## **2-THE PANDEMIC COVID-19**

Throughout history, humanity has noticed several pandemics, some of which are more destructive to humans than others. We struggle to fight against the invisible enemy again; new coronavirus COVID-19. It was originally observed in the province of Wuhan.<sup>7</sup> This disease is defined as Acute Severe Respiratory Syndrome (SARS-CoV-2; formerly called 2019-nCoV). COVID-19 is global disease. To date, 24,960,203 coronavirus cases have been reported on August 29, 2020 with 842,286 deaths and 17,342,921 recovered. The largest number belongs to USA.<sup>8</sup> Public hospital services have risen sharply in many countries, but most of the testing apparatus was in private hospitals. Iranian hospitals are struggling to handle with this outbreak situation. All private hospitals and healthcare workers are nationalized in Spain because the virus spread quickly (Adam Payne, 2020).<sup>9</sup> India and Pakistan are vulnerable to the devastation of medical care because social and economic conditions are unfavorable for tackling

pandemics, which can lead to serious infections and deaths.

### **I- Electronic media**

Around the world, media is the most effective avenue for creating awareness on various issues like education, human rights and health. Media has become a soft power in the 21<sup>st</sup> century. Electronic media has emerged as the popular medium of communication which is highly accessible to a vast majority of people across the globe. Electronic media can create mass awareness about significant issues pertaining to COVID-19 through telecasting spots, special features, serials, producing films, documentaries on this issue.

The media recognizes different types of communication, just as a communication device uses communication and interaction between people. In this crisis situation, electronic media have found its place, while other media find themselves in a tragic and difficult accessibility situation. The coverage of electronic media is increasing day by day, and its use is increasing due to the lockdown. The news channel gained considerable public status today. Electronic media is a representative of the public these days. It provides information, education and entertainment for people and provides quick and easy information on social, development, health and political issues in society.<sup>10</sup> Electronic media also has pros and cons in society. Electronic media changes the perspectives of the people's. Media staffs examine the current situation and shape the plan for their projects mirroring the perspectives on people in general.

#### **i- Television**

As Covid-19 increases every day, the heap of media to engage individuals is additionally expanding. Here the job of Television is pivotal, as the vast majority of the media isn't available. TV channels are stacked with double

duty isn't just engaging the crowd yet additionally furnishing with applicable and real information. TV has an extremely vital role in building any general public. In this pandemic time, TV can be utilized as the wellspring of information as media assumes a significant job in everybody's life. The underlying job of media in this time or whenever is to teach advice and engage. Furthermore, here the believability shows up, things ought to be advised with realities to stay away from further clash or disarray. It fills in as breeze among government and overall population. TV has hearty capacity to make how we see the world, as it so adaptable that could impact the individuals in a huge degree. There are two angles for everything in this world and i.e., positive and negative. In this situation, the media has positive as well as negative consequences for society. Partial environments can be the most dangerous. Here the stories are presented as news; a lot of news is still there and contains information with facts. Why is it necessary to convene a meeting and recommend media representatives to show positive news? The media knows very well what to do.

#### **ii- Social Media**

In excess of two billion clients are via web-based media, so we can't exaggerate its effect. Consistently, just Facebook contain 1.78 billion dynamic clients; every day, approx. 500 billion tweets are posted from twitter. Web-based media has changed the way transmission and utilization of data. In this emergency, it is the most effortless approach to exchange information or spreading publicity. Even such huge numbers of restrictions individuals are posting and getting out phony word. In this difficult time, online media have assumed an enormous job. Lockdown has made a new time of impulsive disengagement and furthermore likely increment on mental strain. In contrast with measure of data accessible, gossipy tidbits

and publicity are in more noteworthy sum. It's the obligation of creator to give trustworthy and real data with actuality to their adherents. They ought not to concentrate on picking up benefit by relinquishing their moral standards; rather make the inspiration in their reviews. The information shared by any platform must be authentic and true content.

### iii- **Print Media**

Most influenced medium because of lockdown is print media, the dispersion of print media resembles paper and magazines have gone down.<sup>11</sup> Numerous individuals dread and don't have any desire to hazard any conceivable transmission of infection through paper. This misfortune isn't just restricted to newspaper associations yet additionally merchants who deliver newspapers from door to door. People turn to online publishing more than risking their lives to buy newspapers. Newspapers and magazines like Outlook, Mid-Day and Times of India in Mumbai suspended the printing process until further notice. Many printers have chosen the online or e-paper version for their readers.

## **3-MEDIA AND AWARENESS CAMPAIGN**

The role of the media surprised the world, rich or poor, light or dark, wise or careful, and enjoys the pleasure of being torn and hanging in the air. It is no exaggeration to say that the media counts on the feathers of the flying astronaut. Everything is in the shadow of the media. Media is also the protector of society and the fourth pillar of democracy. We are impacted by media in one manner or the other. Its main functions are awareness, information and education. The world today regards the media as the dominant force. The media influences the public in a manageable but effective way.

In times of public crisis, the media must ensure that information about crisis is communicated effectively and efficiently to the general public. Otherwise, it will definitely create uncertainty, anxiety and distress. In an era of progress and technology and widespread acceptance of freedom of expression, the role of the media is indispensable in all respects. As the world today suffers from the current pandemic COVID-19, there is worldwide fear of infection. Health has always been a source of concern for people. Nothing is like health. The role of electronic media enables us to better understand social issues. Electronic media can promote the awareness of the citizens about COVID-19, so that they can contribute their responsibility to control this disease.

Since its inception, television has been used for many different purposes, including broadcasting information, entertaining the masses and teaching it. It was realized that television brought information from all over the world and expanded general public knowledge. Documentation and information on social issues, in particular, have helped to make young people aware and increase their concern about society. Media will launch campaigns on different issues addressing COVID-19 e.g. Direct public awareness campaigns, improving public understanding of COVID-19 and its prevention, training for public and health professionals about how to aware others and engage with media, foundation of meaningful linkage between TV media houses and public offices responsible for prevention and protection of people from COVID-19. A Television media campaign to aware and protect people from COVID-19 can be planned in the accompanying manner; first, network heads pitch contents for expected projects from studios, showrunners, and so on concentrating on COVID-19, the transmission systems request pilots. After a pilot is developed, pilots are undergone shooting and system executives audit dailies. System executives assess and

crowd test program pilots. Simultaneously, the networks announce their upcoming programming schedule. The NHS released a TV advertisement to encourage people to stay at home during the coronavirus crisis.

#### **4-ROLE OF ELCTONIC MEDIA FOR COVID-19 CAPAIGN**

In India, the first case of coronavirus was reported on January 30, 2020.<sup>12</sup> The media played an important role in raising public awareness during this period. People who are interested in health related news and news reports are looking for information on diseases, prevention, diagnosis and treatment, nutrition, medicine and other health factors.<sup>13</sup> When the blockade was suddenly announced, people were warned just 4 hours in advance, disrupted by the panic in which the biggest migrants were playing. Without money and without work, they had to walk back to their houses. However, some media houses highlighted the situation of the migrants, but other media reports indicated that they were bad with their irresponsible behavior during the blockade. Some media have to discuss this issue because it makes the news exciting. In addition, many doctors and nurses were overwhelmed by the unwanted part of society when they complained about the lack of personal protective equipment.

Indian media is probably the biggest medium on the planet and contains in excess of 1000 papers, 100,000 magazines, 200 TV stations<sup>14</sup> and different sites in various dialects. Regardless, of whether it is the Facebook/Twitter page or WhatsApp. YouTube has the news for every last occasion that encompasses us. The media is currently viewed as one of the most significant methods for correspondence. In this emergency, the media can educate and aware individuals. Electronic media has a huge impact on the community. The electronic media can cause panic and reduce panic. As most of India is

located in rural areas, the use of electronic resources is increasing as it is easily accessible. Even illiterate people in towns and cities could understand the presentation on the television screen. Nobody could ignore the sender information and repeat messages. There is an open discussion about what people hear or see. The media across the country are touching our hearts and minds at the same time. With news, documentaries and television series close to social problems, it makes young people and children sensitive and also makes them responsible for society. At this important time, electronic media such as television can change people's attitudes and beliefs through positive exchange, as it has a greater impact on the elderly and young people.

By law, journalism must be practiced as ethical communication, but private ownership has hijacked self-governance of press freedom and journalism. The news they broadcast is struggling in the conflict of interest filter. During this pandemic, however, many voices raised this issue of most social concerns. Scarcely four hours were given before the unexpectedly declared lockdown, made frenzy among the country and transient, day by day compensation laborers were generally influenced. No transportation and no food, constrained them to end their excursion by walking. Some were kicked the bucket in transit back to home. While a few media houses demonstrated their concern, other media anticipated them as the most exceedingly awful foe by labeling their "untrustworthy conduct" in the period of pandemic. As it was an electrifying issue, such a significant number of media houses were constrained to show their story. The same number of courageous writer is still there, so the prevailing press in news-casting could endure. Doing ground reporting, too diverse English Daily showed the cataclysm with more empathy. Outcomes were looked by

other people who attempted to show the truth. Print media is most seriously influenced.

Thanks to COVID-19 on the small screen, TV participation has taken a big step forward and viewers in India have increased by 40%. Audiences have increased in other countries such as the United Kingdom, Australia, the Czech Republic and Australia. Everyone has a lot of time these days, so can record a lot of material. Talking about whole world, other countries like UK, Australia, Czech Republic and Australia has also grown the number of television audience. Nowadays, everyone has a lot of time therefore; they can take in a lot of material.

#### **i- Television and health information in India**

Television channels provide information, education and communication to support the health and well-being of the people through television broadcasts at different times. Doordarshan Kendra broadcasts videos and short communications on various aspects of family health and well-being during scheduled holidays and in other programs aimed at different audiences. Doordarshan also broadcasts special programs related to World Health Day and No Tobacco Day, World Population Day and World Aids Day. Interviews based on eye care programs, first aid; Doordarshan Kendra regularly undergoes various acupuncture, heart problems and microsurgery.

In 2001-2002, NTC Cell developed 13 commercials for anti-smoking television ads (30 seconds and 15 seconds long) focusing on the full range of tobacco products used in Indian electronic cigarettes, 'beedis' and chewable tablets.<sup>15</sup> Television advertising in 2002 focused primarily on children's cable and satellite channels and the national channel to deliver a wider range of health coverage. 'Do Boond Zindagi Ke' is a campaign by Amitabh

Bachchan (Indian Actor) on television to reach out to people and raise awareness about polio and eradication.

#### **ii- Television coverage during COVID-19**

The media has followed each progression of this excursion with huge amounts of stories, features and consistent updates in the course of recent weeks. Not exclusively did the COVID-19 flare-up spread the world over, however the ailment is currently such a significant number of numerous ventures that it is considerably more than a health and science story. These are difficult stretches for the government and the media as COVID-19 keeps on spreading. The government has made it hard to get to most data regardless of whether it is information on the quantity of individuals who have been infected with Covid-19, number of tests and testing kits, the ratio of COVID-19 spread. The government doesn't appear to permit critical voices to discuss how the emergency is being overseen. Media inclusion was unequivocally 'positive' and follows the official line. Although much of the corporate owned media has declined, a small number follow journalistic ethics with confidence.

#### **II- Electronic media and COVID-19 in Pakistan**

On February 26, 2020, the Health Ministry confirmed the first two cases of corona in Karachi and Islamabad. There are currently 295053 cases in Pakistan (National Disaster Management Authority, 2020). Economic discomfort increases when people are asked to stay home and savagery is experienced in various economic sectors with travel bans on transport and aviation industry. Prior to the opening of private channels, the country had an exclusive television channel, PTV (Pakistan Television Corporation) and the contribution of electronic media to the public is limited. With the opening of nearly 125 private channels, the

overall scenario of media coverage and credibility has changed today.<sup>16</sup> There are various news channels that broadcast live news. Bring the latest news to audience on the spot. In addition, there is a lot of talk and debate on almost every news channel in Pakistan. Because electronic media are more powerful and effective at solving problems, they prefer and believe the news and talk shows or lectures they present.

However, the questions and issues discussed in the talk shows do not have a good start, a good end, and qualifying words, which can help the audience to solve the problem and issue. Each talk show deals with the same issue and repeats the same discussion. Electronic media can grab viewers' attention, which is why the same conversation with different names appears on different numbers of news channels. It really does not make a difference in the information communication of a program; Hope does not even bring the opinions and testimonies of politicians from different political parties, and the problems are solved by it.

## **5-REGULATIONS RELATED TO COVID-19 IN PAKISTAN**

Normal approaching flight activities have been suspended by the Public authority of Pakistan to guarantee the wellbeing and security of individuals and voyagers. A set number of flights are being worked to guarantee the protected return of nationals and the security of travelers heading out to and from Pakistan. At present, the Public authority is putting forth attempts to take proactive, thorough and facilitated moves toward bring back Pakistani nationals who wish to get back to Pakistan. Pakistan Consulates and Missions abroad are effectively supporting abandoned Pakistanis collaborating with the Service of International concerns and Service of Abroad Pakistanis. Upon appearance in Pakistan, all travelers and team are exposed to at least 48-

hour state-observed quarantine period. Testing is additionally being directed following 48-hours to guarantee on-flight transmission of the infection is likewise checked. The quarantine can be broadened in view of the consequence of the traveler's Coronavirus test, or upon the caution of administrative wellbeing specialists. Travelers who are sent home after a negative test will be encouraged obligatory self-separation to finish a 14-day time span. Any country that needs to localize its own nationals from Pakistan can do on exceptional trips with Common Aeronautics Authority authorization. PIA is likewise proceeding with restricted outbound flights. If it's not too much trouble, contact Common Avionics Expert for data. We have not found any notice given by the Public authority of Pakistan wherein the National Government has explicitly told a restriction on development of people all through Pakistan (besides in the Bureaucratic Capital Domain of Islamabad by the Magistrate). The choice on the burden of restriction on movement (lockdown) to control the spread of Coronavirus has been passed on to the Commonplace Legislatures and States.

The city organization of Islamabad forced Area 144 Cr.P.C.<sup>17</sup> (restriction on open get-together and social removing) for 15 days. Beginning from 2 April 2020, according to headings of the Central Government the lockdown was reached out until 14 April 2020. The Public authority of Punjab in a bureau meeting proclaimed a wellbeing crisis on 12 Walk 2020. On 22 March, the public authority chose to shut down shopping centers, markets, parks and public social event places for two days till 24 March 2020. On 23 March, the Main Priest declared a 14 days' lockdown from 24 March till 6 April. From that point the lockdown has been stretched out occasionally until 9 May 2020 with different areas/enterprises, for example, however not restricted to, fundamental administrations and others, permitted to proceed with their tasks

during the lockdown. On 21 March, the Public authority of Sindh reported a prohibition on movement (lockdown) in the territory for 14 days from the morning of 24 March 2020, requesting all open vehicle, markets, workplaces, shopping centers, cafés, and public regions to be closed down. From there on the lockdown has been stretched out now and again until 9 May 2020 with different areas/businesses, for example, however not restricted to, fundamental administrations and others, permitted to proceed with their tasks during the lockdown. The Public authority of Khyber Pakhtunkhwa pronounced public occasions in the territory from 24th to 28th March 2020. These (public occasions) have been reached out occasionally until 15 May 2020 with different areas/ventures, for example, however not restricted to, fundamental administrations and others, permitted to proceed with their activities during the lockdown. On 24 March, the Public authority of Baluchistan forced a total lockdown in the whole region until 7 April 2020. From there on the lockdown has been reached out occasionally until 9 May 2020 with different areas/enterprises, for example, yet not restricted to, fundamental administrations and others, permitted to proceed with their activities during the lockdown.

With this impact, the Public authority of Pakistan in counsel with the Service of Public Wellbeing Administrations have given a few rules in different area and exercises to limit the opportunity of the infection spreading in Pakistan. These rules incorporate, Home Quarantine, Drafting of Medical clinics, Social Separating, Foundation of Isolation Office, Cleaning and Sanitization of Natural Surfaces in a Medical services Office, Ongoing Polymerase Chain Response (RT-PCR) Symptomatic Test, Contamination Counteraction and Control (IPC) for the protected administration of a Dead body, Preventive Estimations for Enterprises and Laborers against Coronavirus, Clinical Administration Rules for Coronavirus Disease

and Wellbeing and Security of Building and Development Laborers. Every one of the four Regions of Pakistan has depended on various regulations to manage the COVID (Coronavirus) pandemic. On 27 March 2020, the Region of Punjab declared the Punjab Irresistible Sickneses (Anticipation and Control) Law 2020. In the Region of Sindh, the important regulation for the anticipation of the spread of hazardous plague sickneses is the Sindh Pandemic Illneses Act, 2014. In the Area of Khyber Pakhtunkhwa, the Public authority has sought shelter of the Common Debacle the Executives Framework under the Public Calamity, The Board Act, 2010 as revised through the Public Catastrophe executives (Khyber Pakhtunkhwa) Correction Demonstrations of 2012 and 2019. The Public authority of Baluchistan has been depending on the West Pakistan Pestilence Infections Act, 1958; and, the Government Capital Domain of Islamabad has depended on a mix of the West Pakistan Scourge Illneses Act, 1958 and the Public Fiasco the Executives Act, 2010.

The State Bank of Pakistan "SBP" has made a quick and strong move to answer the unfurling COVID pandemic and its financial outcomes. First off the financing cost has been diminished by 4.25 percent in no less than one month of the lockdown in Pakistan. The National Bank has likewise been proactive on the strategy advancement front coordinating the monetary establishments of the country on different parts of meeting the financial aftermath from the COVID pandemic. SBP's reaction has gone from guiding banks to allow unwinding gave in particular prudential guidelines connected with delay of head or rescheduling/rebuilding of supporting offices across the modern, lodging and rural areas to directing banks to executing SOPs for keeping on financial administrations during the time of lockdown considering the rules gave by the World Wellbeing Association, the Public authority of Pakistan and the Commonplace States to go to lengths to decrease contact with cash notes and to guarantee continuous

monetary administrations through ATMs, web based banking, exchanges through call habitats, and so on to present electronic record opening structures/different structures. Furthermore, SBP has likewise coordinated that postponement of chief won't influence the record of loan repayment of the borrower and such rescheduling/limiting wouldn't be a reportable thing in the credit department's information. It may not be awkward to specify here that banks have kept on excess open during the COVID pandemic in Pakistan.

Because of the lockdown and social removing estimates that are being upheld because of the infection, there is a huge ascent in the utilization of online business in Pakistan. Notwithstanding, with the ascent of the utilization of web based business there is likewise a gamble of break of digital protection and digital wrongdoing regulations. To spread mindfulness about the expanded degree of danger, the Public authority has given admonitions to associations at the very front of the worldwide reaction to the Coronavirus episode that have additionally become focuses of ransom ware assaults, which are intended to keep them out of their basic frameworks trying to blackmail installments. In Pakistan, the Pakistan Telecom Authority (PTA) prompted individuals not to utilize public Wi-Fi administrations, cautioning of conceivable digital assaults through messages claiming to contain Coronavirus data. The State Bank of Pakistan has energized the utilization of computerized installment benefits and guided Banks to run crusades on print, electronic and web-based entertainment to make mindfulness and advance the utilization of Substitute Conveyance Channels (ADCs) to restrict the utilization of money notes and limiting branch visits. Besides, SBP has guided all Banks to rigorously comply with all digital protection regulations and guidelines and to lay out devoted Digital Danger Knowledge Units and Crisis Reaction Groups with the goal to limit and control the harm coming about because of network safety episodes, offer direction for

reaction and recuperation exercises and partnered proactive measures. Because of the lockdown and social separating estimates that are being implemented because of the infection, there is a critical ascent in the utilization of online business in Pakistan. In any case, with the ascent of the utilization of online business there is likewise a gamble of break of network protection and digital wrongdoing regulations.

To spread mindfulness about the expanded degree of danger, the Public authority has given alerts to associations at the front of the worldwide reaction to the Coronavirus flare-up that have additionally become focuses of ransom ware assaults, which are intended to keep them out of their basic frameworks trying to blackmail installments. In Pakistan, the Pakistan Media transmission Authority (PTA) prompted individuals not to utilize public Wi-Fi administrations, cautioning of conceivable digital assaults through messages professing to contain Coronavirus data. The State Bank of Pakistan has empowered the utilization of advanced installment benefits and guided Banks to run crusades on print, electronic and virtual entertainment to make mindfulness and advance the utilization of Substitute Conveyance Channels (ADCs) to restrict the utilization of money notes and limiting branch visits. Moreover, SBP has guided all Banks to rigorously comply with all network protection regulations and guidelines and to lay out committed Digital Danger Knowledge Units and Crisis Reaction Groups with the target to limit and control the harm coming about because of digital protection occurrences, offer direction for reaction and recuperation exercises and subsidiary proactive measures.

The Public authority of Pakistan has additionally restricted Offer of Non-Adjusting Sanitizers. Starting around 30-04-2020 the Public authority has restricted 23 brands of sanitizers which are non-affirming to the guidelines set by the Pakistan Quality Control Principles Administrative Power. The Service of Business has restricted commodity of all

consumable things with the boycott for product of Onions just to pass on 31-05-2020. The Central Government has given "the Ehsas Crisis Money: Social Security Reaction to Covid" for payment of money measure of PKRs. 12,000 (USD75) for Classification I and II recipients. As indicated by the Profiling measures distributed by the Public authority, the recipients are probably going to be poor people and destitute. As such the Ehsas plot is probably not going to be pertinent to representatives and workers of most organizations, including SMEs.

The Hon'ble Boss Equity of the Islamabad High Court has requested that attributable to the overall crisis circumstance in the country, the time of limit recommended by regulations in recording requests/petitions and so forth in the Islamabad High Court and in its Thoughtful and Locale Courts, Islamabad from 24-03-2020 till the time what is happening gets back to business as usual will be considered to be supported and the Courts will be considered to be shut during the significant period, in the public interest. The Lahore High Trial Writ Request No.18973/2020 has requested the Chief Work to get a "Declaration" from the Divisional Chiefs Work in Punjab affirming that the wages of the modern specialists has been paid for the period of Walk 2020 alongside modern wise detail of installment of wages to the laborers and the legitimate move made against the reprobates. The Chief Work was requested to present his Report to the Court before the month's end of April 2020. The Lahore High Court had expanded the time of constraint up to 20 April 2020. The High Court of Sindh at Karachi is presently hearing Petitions documented by the Businesses League of Pakistan and its individuals against the Notice gave by the Public authority of Sindh expanding a ban against the decrease of wages and conservation of laborers.

## **6-REGULATIONS RELATED TO COVID -19 IN INDIA**

The whole world is going through a pandemic which had never occurred or even considered. With the episode of the pandemic causing, COVID a ton of disorder can be seen internationally. The dangerous infection that began from China spread to the world with the flicker of an eye and did worldwide obliteration. Since the loss of life is increasing at a disturbing rate, the frenzy among the overall population is expanding likewise to make it truly challenging for the public authority all over the planet to deal with. It is notable that since we have no immunization to fix Coronavirus, we can rehearse safeguards as prompted by the World Wellbeing Association (WHO) to avoid the infection. Self-disconnection, being isolated, keeping up with social removing, rehearsing individual cleanliness are the main ways at this point to forestall the spread of the infection.

We have previously seen how Coronavirus has made the public authority of the most evolved country, vulnerable. It is about time we Indians understand that with a populace of over 1.3 billion, lack of education, unfortunate cleanliness rehearsed by a lot of people, shortage of the clinical assistance, and in particular resolved nature of certain Indians in the event that we don't keep the rules of WHO thoroughly the state of India can be more terrible than that of Italy. At the point when the cases began ascending in India too, the Indian government attempted its most memorable card to battle the infection by reporting a one day Janta Time limitation on 22nd March 2020 which was completely stuck to all in all an expand. Following the Janta Check in time, the Focal Government declared a 21-day lockdown in the whole country with a work to battle against the COVID. Yet, individuals began messing with the lockdown very, they, were not remaining isolated, there were long queues outside shops since individuals began alarm purchasing while there were a rare sorts of people who accepted the lockdown period as an excursion or an occasion to party.

It is seen certain individuals don't esteem their carries on with, their family's lives, keep to the side the country and meander around uninhibitedly. There is a pressing need to teach the Indians of the earnestness of the circumstance, and the most effective way is to make them mindful of the regulations connected with Coronavirus and let them in on the results they can look for defying the guidelines of the lockdown. These regulations are like A) Part 271 of the Indian Correctional Code, 1860 - "Noncompliance to isolation rule. This part plainly says that whosoever resists the quarantine rule will be rebuffed with detainment or fine or both B) Area 269 of the Indian Correctional Code, 1860 - "Careless demonstration liable to spread contamination of sickness danger-ous to life. This part applies to the people who carelessly act to spread the infection. They will be punished with detainment or fine or both. C) Segment 270 of the Indian Reformatory Code, 1860-"Harmful demonstration prone to spread contamination of illness danger-ous to life. This regulation is for the people who know the result of their activities could prompt the spread of the infection yet decide to do such a demonstration will be punished.

D) The Pestilence Sickness Act, 1897: Ability to go to unique lengths and recommend guidelines as a too perilous plague infection. (1) When whenever the State Government is fulfilled that [the State] or any part thereof is visited by, or undermined with, an episode of any risky scourge sickness, the State Government, on the off chance that it feels that the customary arrangements of the law for the time being in force are deficient for the reason, may take, or require or enable any individual to take, such measures and, by open notification, recommend such brief guidelines to be seen by general society or by any individual or class of people as it will consider significant to forestall the flare-up of such illness or the spread thereof, and may decide in what way and by whom any costs caused (counting pay if any) will be defrayed.(2) specifically and without bias to the

over-simplification of the previous arrangements, the [State Government] might go to lengths and endorse guidelines for (b) The review of people going by rail line etc., and the isolation, in clinic, impermanent convenience etc., of people thought by the examining official of being contaminated with any such disease.

2A. Powers of Focal Government; When the Focal Government is fulfilled that India or any part thereof is visited by, or undermined with, an episode of any hazardous pestilence sickness and that the normal arrangements of the law for the time being in force are deficient to forestall the flare-up of such illness or the spread thereof, the Focal Government might go to lengths and recommend guidelines for the examination of any boat or vessel leaving or showing up at any port in 2 [the regions to which this Act extends] and for such confinement thereof, or of any individual expecting to cruise in that, or showing up accordingly, as might be fundamental. (3) Penalty. — Any individual ignoring any guideline or request made under this Act will be considered to have committed an offense culpable under segment 188 of the Indian Corrective Code (45 of 1860). (4) Protection to people acting under Act. — No suit or other judicial procedures will lie against any individual for anything finished or with sincere intentions planned to be finished under this Demonstration

E) Segment 188 of Indian Correctional Code - "Area 188 of the Indian Reformatory Code recommends discipline for defying a request properly declared by a community worker." The previously mentioned regulation is for those defaulters who resist the sets of the community workers and roan around randomly during the lockdown.

F) Segment 144 of the Criminal Strategy Code "Segment 144 of Criminal Procedure Code (Cr.P.C) forces capacity to the chief justice to limit specific or a gathering of people living in a specific region while visiting a specific spot or region." The main preventive measure

against crown is defended by this part that confines to a get-together of individuals and hence in a manner upholds social distancing) Area 3 of the Fundamental Products Act, 1955 During this season of worldwide emergency, the residents need to understand what considers fundamental wares and what things are to be stayed away from.

H) Timetable 1 of the Fundamental administrations act gives a rundown of administrations in the classification of fundamental that would we gave during the time of lockdown. The focal government has permitted the progression of fundamental administrations during the lockdown in this manner it turns out to be very important for us to understand what administrations are canvassed as fundamental in the demonstration.

I) Debacle The Executives Act, 2005 and Public Catastrophe the Board Rules, 2008 arrangements with the administration of natural fiascos While there is a rundown of regulations connected with Coronavirus, we as the need might arise to understand that these regulations are made for our improvement just and assuming that we understand the earnestness of the continuous emergency there would be compelling reason need to carry out severe regulations against the defaulters. The defaulters here are putting their lives in extreme danger as well as the existences of the country in general. On numerous occasions we are told to remain isolated at this point the police need to chip away at twofold moves to punish the defaulters. It is about time we accept Coronavirus as an intense issue and help out the public authority to help not make India the subsequent Italy.

## **7-ROLE OF MEDIA IN AWARENESS OF COVID -19**

The role of the electronic media in relation to COVID-19 is very disappointing.

Pakistani electronic media and celebrity talk shows deliver news from COVID-19. However, medical experts are often not in the news or on the program. During celebrity shows or exhibitions, top journalists or competing politicians are invited to discuss the COVID-19 outbreak and only discuss with other contestants or reporters an increase in ratings. There have also been repeated controversies directed at the general public rather than a discussion of the COVID-19 pandemic following the dispute between political leaders of the opposition. No special programs are broadcast to inform, inspire or motivate public morals and to reduce mental stress in this global emergency. Few short messages of minimum duration e.g. 30 seconds or 1 minute are sent and not during peak times. Another aspect to consider is that TV series often use horrible and deadly words.

News are more about death and disappointment than life and hope, as the jungle of the dead and more and more dead wants to dawn soon. Rather than motivating them, the media spreads fear and tension. With recent television series, the general public does not view the COVID-19 pandemic and mental t as a burning issue for Pakistani media. The media can campaign for any festival, but not for a pandemic that could affect nearly a third of the world's population.<sup>18</sup> As the media entertainment sector continues to decline, there is general agreement that entertainment is essential in this time of fear, but what about the productive role of the media in educating about mental well-being of people during the COVID-19.<sup>19</sup> Media campaigns in Pakistan need to concentrate on open psychological well-being, and there is a dire requirement for authorities and clinical specialists to give exhortation and direction to general society on the most proficient method to manage the current circumstance.<sup>20</sup> Pakistani media for the most part appreciates broadcasting freedom and

strongly affects the everyday existence of the overall population. The current circumstance requests that they should assume a positive role in this basic condition for the prosperity of the overall population.

Psychologists, psychiatrists and healthcare professionals should be invited to programs to educate people about COVID-19, reassure the public and provide advice on how to avoid stress so that they can deal with the disease without endangering their mental health. Special television campaigns should be broadcast to stimulate public morality.<sup>21</sup> Another issue in the current circumstance is the absence of schools for youngsters. The youngsters are at home and are moved by the circumstance. The media doesn't communicate a beneficial youngsters' program, which shows that the Pakistani media is restricted to one age bunch in the public arena. Kids who are fate of our society and who experience weariness and sadness in the current circumstance ought to accordingly assume a job in arranging exceptional projects to advance and encourage learning exercises for children for scholarly and physical improvement of kids who are fate of Pakistan. Another disastrous factor is the predicament of spreading bogus information in the media. Television programs are just try to appear at number one in the media and to win the positioning. This race is so unfriendly to the public that informed individuals have a believability issue with the media.

Television sessions with survivors can help reduce stress, anxiety and fear. It is a national and international dilemma that requires courage, cooperation and patience. Everyone must contribute to this global pandemic. The media is a powerful weapon that can be used to inspire audiences in times of despair and helplessness. Useful messages and information must be disseminated. Unity is a necessity of the moment, so exciting songs to bring people together can go a long way if they are well

organized. Politicians and journalists need to understand that now is not the time for controversy and fighting, but that it is time to unite the nation so that this war wins COVID-19.

The Television must expose the consequences of social outreach by creating general awareness among people. It can play an important role in disseminating information to citizens. The television should educate people about the state-controlled closure and what is needed. In addition to data from other countries, the consequences of epidemics and scientific assessments from other countries must also be taken into account. When people show signs, it is essential that they are informed about the protocols to be followed. Inform people about medical facilities and isolation protocols. Many broadcasters have been criticized for spreading false information. The fake news has a huge impact on our society, leading to an increase in hatred and violence, as well as terrible incident of lynching.

The current state of TV channels is irrelevant, and in this case it is too difficult to reveal hidden data from government winds. Instead of freely examining the government's measures, TV channels are limited to just a news program that can potentially influence the importance of the content of the public agenda it offers. News executives are encouraged to display or promote influential and useful government articles. Disappointment was everywhere. There is a crisis of credibility in electronic media in Indo-Pak, in the TRP race, and the sensational news is beyond reason. Debates in the private news channels are seen as turbulent and violent. India has the most dynamic and competitive media environment in the world. Is it time to organize a reality test and see what's wrong? The media should never be against or favour the government, but for what is really going on in society. In this emergency, news channel should more concentrate on

engaging the watchers with telling them about the clinical facilities accessible in the country, what gear are essential in battling this emergency, indicating the reality based things as opposed to making an antagonism between two religions, sectarianism, State or nation.

Media has significant influence on how society understands and approaches a problem. Dominant media can influence people regardless of their preferred stance or personal experience. Television has a social responsibility of providing adequate coverage of the issues and concerns of COVID-19. The public and private television channels should develop awareness campaigns to educate people about this pandemic. Electronic media will achieve this goal through television documentaries, short telefilms, TV advertisements, talk shows, TV soap and operas. Today, television plays an important role as a link between health workers and the community. Health authorities introduce important medical information, which is then linked to the public, in easily accessible formats through different media channels, and trust it because the authorities cannot access it separately, but do have access to the media.

Television will play a role in the projection and dissemination of COVID-19 issues. Electronic media is a source of information among the masses. The main role of TV is to raise awareness of social problems such as health, economic, overpopulation and contraceptive methods to suggest solutions to these fundamental problems. This process is called 'framing' to raise awareness and highlight problems, which is the primary way to emphasize certain beliefs and ignore other meaningless topics. Frames emphasize certain aspects of a topic or make it clearer than others, making the features more meaningful or memorable. The concept of framing was another link to the production of news and describes these frameworks so that journalists can quickly and regularly process large amounts of information for effective

transmission to their audiences. Television has a direct impact on how people experience social problems and the actions they take with regard to these representations.

Unfortunately, the electronic media did not benefit from its impact estimated in the transport model, and instead of educating the masses and making them aware of the seriousness of COVID-19 in Indo-Pak. Electronic media distributes health information across the country in its own way. To ensure the health and well-being of the family, knowledgeable, active and vibrant residents must be present. The TV can play an extra role in promoting health for all. In reality, however, India's largest media offices did not occupy a large place in the health education field. Media in the form of television is an effective way of persuading the target audience to engage in new behaviors or to recall critical information. In addition to informing the public about new diseases and seeking help, also inform the public about protection campaigns. The media can enable the rural population to address the major causes of Covid-19, its symptoms and preventive measures. In addition to educating and informing people, the TV helps and supports them in managing their health problems by translating scientific and medical knowledge into easy language that patients can easily understand.

Beware of patients' educational needs, including raising awareness, changing attitudes and beliefs, efforts to encourage and support behavior change, promote recognition, and improve adherence to treatment plans. Patient-oriented educational materials are designed to reach a specific subset of the general population, mostly based on a set of characteristics shared by members. TV channel approaches to health promotion have potential value as it uses mass communication techniques to reach the general population, raise awareness of health issues, legitimize community-level efforts and carry out other activities.

## 8- Conclusion

TV is a mainstream vehicle for individuals living in lockdown. The COVID-19 episode has been significant public news, overwhelming news utilization yet it is likewise important local news. With huge parts of general society remaining at home in the midst of the COVID-19 pandemic to help stem the spread of the infection, individuals have barely any choices however to depend significantly more vigorously on media, particularly, TV channels to keep updated and connected. With individuals investing more energy at home, we have seen a dramatic impact on TV seeing during lockdown, with enormous ascents no matter how you look at it. One thing this pandemic causes us to recall is the prerequisite for local reporting. Newspapers have closed in this pandemic. That implies community don't have anybody enlightening them concerning how COVID-19 is influencing their urban areas. With the COVID-19 pandemic seeming as though it will remain up front for a considerable length of time to come, individuals should get to various kinds of media traditional and non-conventional to discover information they require to remain educated, sheltered and associated. As we know, there is always an emotional bias that increases the audience and the TRP (Television Rating Point or Target Rating Point), so in short, it shows what people want to see. This does not mean that the way news is presented is correct. The news is always news, not fiction. Most people do not trust the news. So check it with an authentic source. Accountability in the electronic media houses is essential: journalists must provide objective, accurate and honest information, especially when the world is in a public health crisis and another catastrophic event. More equitable and responsive reporting can minimize the impact on the well-being of the populations involved.

As a public watchdog, electronic media can play a role in the effective dissemination of information. Unlike other media, television is one of the most powerful media. With the advent of satellite and cable television, television is now called "homogenizer".<sup>22</sup> Increased awareness plays a vital role in determining responses to COVID-19. In Indo-Pak, electronic media campaigns can directly and indirectly bring about positive change in order to reduce the chaos about COVID-19. We have awareness campaigns that address issues e.g. dehydration solutions, promoting new health behaviors, HIV/AIDS prevention public information outreach. However, no comparable efforts have been made at the provincial or federal level to prevent aware and educate people about the prevention of COVID-19. Creating awareness campaigns plays a crucial role in determining responses to COVID-19 at all levels. The increased awareness of this pandemic will lead to a better understanding of this complex problem. The President of Pakistan has promulgated an Ordinance for the prevention of hoarding in respect of various essential items including food items and medicines, masks, sanitizers etc.<sup>23</sup> The hoarding laws prescribes hoarding of scheduled items as stated therein as an offence punishable with simple imprisonment up to 3 years and a fine equivalent to 50% of the value of items involved.

## Bibliography

1. Adam Payne,(2020) Spain has nationalized all of its private hospitals as the country goes into Amol Rajan, How Coronavirus Infected Publishing, BBC News. <https://www.bbc.com/news/entertainment-arts-52299925> announced-january-30 Architecture & Technology, 5203-5210
2. Awareness among High School Students in Coimbatore District (2018)

- 7 (3) Shanlax International Awareness on Coronavirus Disease (COVID-19), 12 (04) Journal of Xi'an University of Bhatia, P., Role of Media to Inform Public about Depression Related Disease, 5 (12) Int. J. Res., 5272-5275
3. Bhutta Zulfiqar, Basnyat Buddha, Saha Samir, Laxminarayan Ramanan.(2011)Covid-19 Risks and Bidwai, Praful, The Politics of Climate Change and the Global Crisis: Mortgaging Our Future, ISBN 10: 8125045031, ISBN 13: 9788125045038, Publisher: Orient Blackswan
4. Bill Gates and Melinda French Gates Co-chairs, Bill & Melinda Gates Foundation COVID-19(2020) Bill Gates, Responding to Covid-19-A Once-in-a-Century Pandemic? DOI:10.1056/NEJMp2003762
5. coronavirus lockdown, Business Insider (2020). <https://www.businessinsider.com/coronavirus-spain-nationalises-private-hospitals-emergency-covid-19-lockdown-2020-3>
6. Coronavirus: NHS Information Campaign about the Virus. (2020). COVID-19 Cases in India. <https://www.worldometers.info/coronavirus/country/india> DD News' & 'Total Health' Program Completes 700 Episodes. (03-12-2017)
7. Edelman, M., Constructing the Political Spectacle, Chicago: University of Chicago Press.
8. Entman, R. M (1993) Framing: Toward clarification of a fractured paradigm. 43 Journal of
9. Garda World Annual Report, (2020) <https://www.garda.com/investors>
10. Gitlin, Todd., Prime Time Ideology: The Hegemonic Process in Television Entertainment, In Hemant Kumar Pandey & Dr. Subhash Kumar, (2020). Role of Print Media in Spreading
11. Human Rights Dimensions of COVID-19 Response, Human Rights Watch. (2020) the-difference-between-facebook-twitter-linkedin-google-
12. Human Rights Watch, WORLD REPORT, 2020 EVENTS OF 2019 India: First Confirmed Case of 2019-nCoV, Garda World. (2020). Journal of Education, 16-18. <https://www.hrw.org/world-report/2020>
13. Kahneman, D., & Tversky, A., Choice, Values, and Frames(1984) American Psychologist, 341-344
14. Marco Mezzera & Safdar Sial (2010)Media and Governance in Pakistan, Brussels: Initiative for Peacebuildin p.35-36
15. McKibbin, Warwick J. and Fernando Roshen, The Global Macroeconomic Impacts of COVID- Mass Media, Culture and National Heritage, Chapter 12, 68-71. <https://www.pc.gov.pk/uploads/annual2017/Ch12-MassMedia.pdf>
16. Muhammad Yousuf Ali & Peter Gatiti, (2020). The COVID-19 (Coronavirus) Pandemic:
17. National Disaster Management Authority, (2020). <http://web.ndma.gov.pk/>
18. Newspapers & Magazines Transitioning from a Print Past to a Digital Future -Triggering New
19. Pakistan Extends Lockdown to April 14, The Nation. (2020) <https://nation.com.pk/01-Apr-2020/pakistan-extends-lockdown-to-stem-coronavirus-spread>
20. Pandey, Hemant& Kumar, Subhash.(2020). Role of Print Media in Spreading Awareness on Coronavirus Disease (COVID-19). Xi'an JianzhuKeji DaxueXuebao/Journal of Xi'an University of Architecture &

- Technology. Volume XII.5203. 10.37896/JXAT12.04/1255
21. Paul Grabowicz, The Transition to Digital Journalism, Berkeley Graduate School of Journalism, <https://multimedia.journalism.berkeley.edu/tutorials/digital-transform>
  22. Prashant Singh, Small Screen Makes Big Impact, Hindustan Times. (2020). polio-day-eradication-india-virus-pulse-polio-bill-gates-lifest-1070241-2017-10-24 <https://www.hidemyassfreeproxy.com/proxy/enww/aHR0cHM6Ly93d3cuaGluZHVzdGFudGltZXMuY29tL3R2L3NtYWxsLXNjcmVlbi1tYWtscy1iaWctaW1wYWN0L3N0b3J5LTZtcG9yc3doZmZHenlQcjNjanFkZEwuaHRtbA>
  23. Reflections on the Roles of Librarians and Information Professionals, (2020)Health Information & Libraries Journal, 158-162
  24. Sandhya Keelery (2020) COVID-19 Confirmed, Recovered and Deceased Cumulative Cases in India, Response in South Asia BMJ, 368
  25. Sandhya Keeley, Media and entertainment in India -statistics & facts, 10 (2020) <https://www.statista.com/topics/7243/media-and-entertainment-inindia/#dossierSummary>.
  26. Sangeetha and Vanitha, A Study on the Impact of Electronic Media in Relation to Social Awareness among High School Students in Coimbatore District, Shanlax International Journal of Education, 2019 <https://eric.ed.gov/?id=ED597831>
  27. Sangeetha, N., and Vanitha, J. A Study on the Impact of Electronic Media in Relation to Social Spingel, L. Make Room for TV, Chicago: University of Chicago Press. (1992)
  28. Seven Scenarios, 19 CAMA Working Paper. (2020). <http://dx.doi.org/10.2139/ssrn.354772>
  29. Strategies and Wide Divergences Between Markets. <https://www.pwc.com/gx/en/entertainment-media/pdf/newspapers-and-magazines-outlook-article.pdf>
  30. Tej K. Bhatia(2018) Accent, intelligibility, mental health, and trauma. <https://doi.org/10.1111/weng.1232>
  31. Television: The Critical View, Edited by Horace Newcomb, 507-532. 4th Edition Oxford
  32. The Criminal Procedure Code 1898
  33. The difference between Facebook, Twitter, LinkedIn, YouTube, & Pinterest. (2020)
  34. The Nation, daily Newspaper,2020 <https://nation.com.pk/> University Press UK. (1987).
  35. Use in India: Findings from a National Survey, 5 (6) PLoS ONE 5(6). (2010).
  36. Viswanath, K., Ackerson L. K. , Sorensen, G., Gupta P. C., (2020)Movies and TV Influence TobaccoWorld Polio Day: How Amitabh Bachchan Drove India to Become Polio-Free, India Today. Worldometer, <https://www.worldometers.info/corona-virus/>