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COVID-19, Strategic Language, and Communication: Implications of Mass Media to the Ethical Well-being of the Society

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Abstract

Society plays an important role in guiding human behaviours; as a result of this, the public needs to adhere to societal rules. This then gives primal importance to any institutions, especially mass media, which communicate to the public. The accuracy of the information the institutions provide thereby directly influences how well the public adhere to societal rules. This paper uses COVID-19 as a case-study to investigate how mass media does this. The paper lays out both the positive and negative impacts of the media during COVID-19 and massages out how the media bring about social change through their influence on human behaviours. The paper concludes that moving forward, the ethics of mass media is the best approach.

Keywords: Pandemic; Ethics; Style; Press; Communication; Community