

Communication Plan for Sustainable Public Health Advocacy during Natural Calamities- A Case Study of ‘Amphan’ in West Bengal

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Abstract

The super cyclone ‘Amphan’ originated in the Bay of Bengal on 20-21st May, 2020 during the peak phase of Covid-19 pandemic in India. Amphan had affected various parts of West Bengal, Odisha along with the neighbour country, Bangladesh. It was a massive challenge to handle rescue and relief in the pre and post Amphan phase compared to any other super cyclone. During that period Bengal witnessed a rapid spread of Covid pandemic where Covid -Protocol was strictly imposed by the State.

In this phase, the media had a role to inform the people about the super cyclone and the preventive measures to be taken from the pandemic. Considering the ‘Sustainable

Development Goal 3' the present research has tried to explore the ways in which public health communication can be conducted during and after phases of any natural disaster, like Amphan. A comparative study has been done, of the selected newspapers and social media, to evaluate the issues of media content and preferences of coverage during the cyclone. Based on the report of the 'Audit Bureau of Circulation' Report, the newspapers with highest circulation in English had been selected for content analysis. In addition to this, using 'Boolean Search Operators' the highest liked tweets are also selected for analysis. The comparative analysis has been followed by the Grounded Theory to explore the relationship between different catalysts of public health advocacy and communication approaches in any natural disasters. The analyses revealed that newspapers are one of the authentic sources of news to get some information related to the crisis and/or natural calamities and its devastating damages.

Keywords: Amphan Cyclone, Public Health Advocacy, Sustainable Development Goal 3, Health Communication, Political Narratives

Introduction

Amidst this Covid-19 pandemic, Bay of Bengal witnessed a devastating tropical cyclone on 20th May, 2020 that had hit parts of South Bengal causing massive destruction. Situations like this has always put the health care system under question and with a global pandemic the magnitude of such assumptions was even more. Hence, the research looks into the different aspects of health advocacy during natural calamities from the perspective of Sustainable Development Goals, specifically Goal-3.

Background

The concept of Sustainable Development Goals (SDG) was adopted by 193 countries on 11th September, 2015 as per UNDP guidelines. It aimed at ending poverty, protecting the planet and to ensure prosperity to all parts of the nation. In this regard out

of the 17 sustainable Development Goals, Goal-3 focuses on Good Health and wellbeing (Chan, 2017).



Figure 1: Sustainable Development Goals

(Source: KPMG, 2017)



Figure 2: Sustainable Development Goal-3

(Source: KPMG, 2017)

“Good Health and Well-being” is one of the prime Sustainable Development goals which was declared by UNDP as a crucial factor to improve the world (Cheng et al, 2022). There is no doubt regarding the fact that health is an asset to human beings. Goal 3 of Sustainable Development Goals focuses on good health and wellbeing. It promotes good health across all ages. (KPMG, 2017).

During any crisis period like Covid 19, the approaches of public health and hygiene demands a collective and synergetic dimension to reach the maximum number of audiences. Recent Pandemic has been a turning point in the domain of public health and hygiene. Similarly, the natural calamity like Amphan in May 2020 caused massive destruction in terms of life and other resources. Depletion of life by natural calamities

became a prominent issue amidst pandemic protocols. This situation demands a sustainable measure to ensure that such situations can be better handled in future without any conflict of interest.



Graph 1: Situation of SDG 3 in India

(Source: Statista, 2022)

As per Graph 1 it can be noted that the Sustainable Development Goal (SDG) index score for Good Health and Well-being (SDG 3) ranges between 90 and 59 for Indian states and union territories (Statista, 2022). In this case Delhi has the highest score of 97 but West Bengal had scored way below at 76 reflecting that health and well-being of the state was not up to the mark in comparison to that of Delhi, Gujarat, Maharashtra or even Lakshadweep. In this regard, it the present research has tried to evaluate the ways in which health advocacy is practiced in this state during pandemic amidst super cyclones.

Aim and Objectives

Aim

This research has aimed at conducting a comparative analysis between the role of newspapers and social media in health advocacy during Amphan.

Objectives

- To understand the role of media newspapers and social media in providing health awareness amidst super cyclone Amphan.
- To analyse whether there has been emphasis on the approaches of health advocacy with respect to the narratives of the news and tweets.
- To evaluate sustainable strategies for health advocacy during any natural disaster

Rationale of the study

In case of countries like India there are densely populated places which lack proper infrastructure for healthcare services. In this case media can play a crucial role in spreading awareness through health advocacy (Erduran, 2020). The impact of newspaper, as a medium of news, is quite high due to its authenticity and credibility. So, when it comes to health communication it is required to understand if newspapers actually play any role in spreading awareness during pandemic. This would also help to evaluate whether newspapers consider health communication to be of importance even during a super cyclone. The major significance of this research lies in analysing whether newspapers has been able to promote effective communication among people especially by promoting health communication in comparison to that of social media.

Review of Literature

The review of existing literature has been based on thematic analysis where different articles, peer-reviewed journals and books have been critically analysed and their arguments reflected on these themes. The thematic analysis has helped to determine the

role of newspapers as a medium of mass communication and health communication in the present pandemic scenario.

Role of mainstream media in health communication

In case of public health, mass media act as a major tool for transmitting the health promotional strategies among the public (Adiga, 2018). Further, it also helps plan evaluation and implementation of the health care services. So, the individual behaviour of the audiences can be said to have been influenced by mass media especially newspapers which covers the issues of health communication. In case of India, public health communication comprises the campaigns done by the government with a hint of political communication where ministers covering an event gets more prominence in terms of the structure of news. So, health communication can have an influence on political communication which can further change the impact of the news and its importance in terms of the page designing and page makeup. In this research the authors critically examine the role of newspapers as a medium of health communication and how political communication can intervene with it. Subramanian, (2019) counter argued that when it comes to health communication through newspaper there are instances where there is lack of analysis regarding the stigmatization of the contents. In certain cases, it has been observed that coverage of taboos like mental illness can be stigmatized in terms of the newspaper design and lack of proper insights to the scenario. So, from the analysis of this article it can be further emphasized that the newspaper content designing in case of health communication lacks significant description and analysis which could have promoted better understanding among the newspaper readers.

Saxena, (2019) argued that with digitalization of media it has become a problem for traditional media to cope with the audience's demands, especially in news. This has led to a really survival situation for newspapers because of the reducing number of readerships with the course of time. Moreover, there is also a shift of audiences from newspapers to audio-visual media and new media where they can easily access many news and other entertainment programs just by clicking on their smartphones. Issues like accessibility and audio-visual representation have acted as a challenge for the growth of newspaper or print media. Yet newspapers are still being considered as one of the most authentic mediums

and on contrary to online media are being followed by more people when it comes to authenticity. Olsen et al, (2020) further argued that newspapers play a crucial role in democracy by spreading awareness. Yet due to the advent of the Covid-19 pandemic scenario there has been a drastic downfall in the advertising revenues and by the newspapers due to lack of circulations. This is not just the scenario in case of developing countries but when it comes to developed countries like Norway, Denmark, Sweden, or the United Kingdom there is a similar condition being faced by them as well.

Presently, the developing countries are following a funding scheme with which we can support the growth of newspapers even though they lack advertising revenue. On the contrary, the developed countries do not have such funding sources because of which have seen a downfall in the growth of newspaper organisations. Yet the newspapers are still being considered as one of the most authentic sources of information and news. As a result, the industry is still thriving and is trying to promote authentic information to the audiences amidst the pandemic scenario. This article has emphasized on the use of newspapers as medium of communication and the challenges it is facing in the Covid-19 scenario. Moreover, the authors highlighted the important aspects related to the sustainability of the news people considering the decreasing number of circulation and advertising revenue. The authors even point out the rule of funding in case of developed countries and the ways in which the developing countries are facing issues for generating funds to make the newspaper sustainable.

Mudgal, (2020) highlighted that Newspapers as a media of mass communication originated in the 1700s in a room known as Acta Diurina, which reflected the daily events taking place in society. Over the course of history, newspapers have been evolving across various parts of the world and in India as well. In the opinion of some others, newspapers have been used even during the era of the T'ang family that is from 168 to 906 BC. So, newspapers have been one of the first forms of mass communication and give rise to the concepts of journalism over the course of the years. In case of India, newspapers have developed as a medium of mass communication in the pre independence era and promoted nationalism among the people and helped the country in getting freedom from British rule. So, it can be critically analysed that the role of newspapers has been quite significant

considering their impact on the audience and their potential of generating public opinion. The authors have highlighted the historical importance of newspapers and thereby the importance of newspaper as a medium of mass communication.

Sharma et al. (2020) explains the issue of "info emic" authorised by the existing pandemic scenario and the growth of improper information promoted by social media platforms. In this case the others critically explain that there is a lack of proper journalism when it comes to the new media as a part of mass media. So, to cope with the abundance of fake information and promote genuine information in case of health communication it is newspapers which are more effective. Furthermore, health journalism can be improved if the credibility of the news and its quality is not compromised by the medium of communication.

In case of India and other developing countries, news literacy is a major issue which can be addressed only if there is relevant information being promoted to the people. This is the reason effective communication newspapers can be used for addressing the scenario.

Role of media during super cyclones

Majumdar & Das Gupta, (2020) opined that it was much challenging to deal with the cyclone Amphan because there was an already existing biological challenge from Covid-19 virus. In this case, the authors further identified that constant communication between the governments and civil society members are required. This can act as a better solution towards disaster management and thereby reducing the rate of destruction from such super cyclones. Mujeri et al, (2021) counter argued that the use of Information Communication Technology not only helps to establish a communication within a country but across different nations as well during a disaster. During the crisis, social media use was noted to be increasing among the students and other city dwellers. However, the rural population lacked understanding of the use of smart phones. In certain places there is a lack of infrastructure to promote ICT among these rural populations. This leads to their inability to purchase high end computers or smartphones and even high-speed data and thereby hinders their accession to social media platforms.

Poddar et al, (2020) highlighted that the after effects of the super cyclone Amphan has been reflected by the social media accounts of individuals who got affected by the lack of electricity and telecommunication. In this case self-reporting has been argued to be the best suited way for communication during disaster. Crayton et al, (2020) further argued that with the help of a discourse analysis of twitter the increasing attention of people towards the digital platform has been observed. Even though these studies rightly pointed out the use of social media in the post cyclone phase yet it lacks proper reflection of the use of media before the onset of cyclone and during the cyclone to make people aware. Islam et al, (2021) counter argued that the onset of the super cyclone Amphan in 2020 can be compared to the cyclones that hit the coastal area around the Bay of Bengal in 1970s. With a systematic literature review, the authors identified that newspapers have been the most prominent medium used by the government for spreading information about cyclones.

Literature Gap

From the review of existing literature, it has been observed that the authors have majorly focused on the role of media in communication during disaster but they have not highlighted if this media has successfully done health communication. Furthermore, it can also be observed that there is a lack of comparative study between the use of social media and mainstream media like newspapers. Even though some of the authors have analysed the issues of fake news getting spread from social media yet they have not discussed the contents and their execution. In this regard the present research has tried to bridge up the 'knowledge gap' and 'Practical -Knowledge gap' by conducting a comparison between media content from selected newspapers and tweets during and after the Amphan super cyclone.

Conceptual Framework

The research has been based on the following conceptual framework.

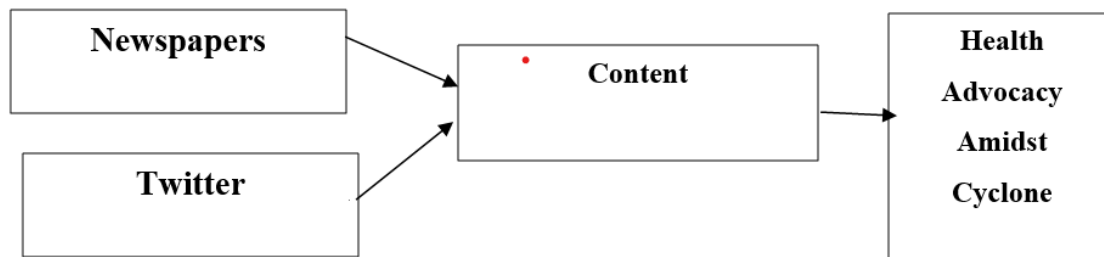


Figure 3: Conceptual Framework for this Study

(Source: Designed by the authors)

According to Dorfman & Krasnow, (2014) media advocacy for health is different from other modes of health communication. In this case Framing Theory plays a pivotal role depending on which the design of contents can be analysed. In order to analyse health advocacy two distinct medium that is newspaper and Twitter has been selected. With the help of content analysis, the research has tried to explore the extent of health advocacy done using these two media of communication. Since, framing includes different aspects like pictures, words and interactions, this research has considered these parameters for analysing the contents. This content analysis has highlighted the potential of newspapers and Twitter in health advocacy especially during a natural calamity like cyclone.

Research Methodology

Philosophies and Approaches

This research has been based on the philosophy of positivism and focuses on deductive approach. Positivism has been used for the research philosophy with the help of which “constructed week” has been drawn from a period of 2 months (Ryan, 2018). According to Luke et al., (2011) constructed weeks help to quantitatively select newspaper contents so that the research can further emphasise on the appropriate contents required for qualitative analysis. In addition to this a deductive research approach has helped to

consider the opinion and idea shared by different methods across different books journals and existing literature (Azungah, 2018). Even though the present research has tried to explain the role of newspaper in a new scenario which is under Covid-19 pandemic yet the use of deductive research approach has helped to determine the existing role of newspapers with respect to health communication. Moreover, the literatures helped analyse the issues associated with political communication and its influence on health communication in newspapers and other news mediums.

Methods for collection of data

This research has incorporated secondary data collection (Williams & Shepherd, 2017). Since the researchers tried to explore the issues and the structure of newspapers it has been most significant to consider secondary data from the newspaper itself. This is the reason a content from secondary sources that is a leading newspaper has been chosen for the study. In addition to these social media contents were collected from Twitter using hashtags and Boolean operators to conduct a comparative study between newspapers and social media.

A qualitative analysis of the newspaper contents from The Times of India (Kolkata edition) has been conducted especially from the months of April and May 2020. The narratives of the news and the newspaper page makeup of the front page, the national page, the regional page, and the global pages have been analysed to understand whether there has been promotion of health communication or not. A constructed week sampling following positivism was designed with random selection of dates from the period chosen for this research to verify the findings and identify news quality. This constructed week had seven days which reflected the entire two months from April to May in 2020. Each day of this constructed week has been taken up from different weeks ranging between the months of April and May, 2020. These dates were randomly selected during sampling to neglect any bias in interpretation of the data. This helps identify the pattern of new structure and its page makeup regarding the Covid-19 scenario and the present pandemic.

Constructed Week	
Monday	4 th May, 2020
Tuesday	7 th April, 2020
Wednesday	13 th May, 2020
Thursday	16 th April, 2020
Friday	22 nd May, 2020
Saturday	25 th April, 2020
Sunday	31 st May, 2020

Figure 4: Constructed Week

(Source: Designed by authors)

With the help of hashtags and Boolean Operators like “*#Amphan*”, “*#Amphan and Covid-19*” and “*#cyclone and pandemic*” the top 20 Tweets from each of these hashtags were selected. The data collected from Twitter was then further analysed with respect to the newspaper content.

Methods for analysing data

A quantitative selection of contents followed by qualitative content analysis was conducted for analysing the data and estimating the issues and structures of newspapers regarding the present Covid-19 pandemic scenario. At first the news of each day from the

constructed week were analysed with respect to the front page, the national pages, the regional pages, and the global pages. It has helped emphasize on the newspaper's pattern for reflecting Covid-19 pandemic-related news with respect to regional National and international perspectives. While analysing the news factors like news value judgment, the size of the article as well as the use of graphics, critical analysis has been drawn between the contents of analysed. A comparative analysis has been drawn between newspaper contents and the Tweets collected. Qualitative content analysis for the research has helped in identifying a more in-depth view regarding contents and thereby reflected its structure and its issues effectively (Assarroudi et al, 2018).

Findings and Analysis

With the help of constructed week newspaper content for 7 days were selected through random sampling for data collection. News from 22 pages of The Times of India were reviewed at first and thereby sub divided into three major categories. These categories include “news or illustration on covid-19 pandemic”, “news or illustration on Amphan cyclone” and “other news”. Out of these three categories, news from the first two categories were considered for qualitative content analysis out of which three distinct observations have been discussed in this paper. In addition to this using Boolean Operators top 100 Tweets were selected for this study to analyse the nature of content. Out of these 100, tweets top 5 tweets based on the number of engagements in terms of likes, comment and retweets have been selected for qualitative content analysis. Hence, after quantitative content analysis, based on the methodology of this research selected contents were analysed qualitatively.

Analysis of newspapers

From qualitative analysis of the data, it was noted that in the month of April for Times of India Kolkata edition the newspaper contents consisted of information related to the number of patients who have been suffering from Covid-19. Further the newspaper promoted information regarding hand hygiene and sanitation which can help people to

address the existing issues. It was found that factors like the number of people being affected; the number of mortality and the number of recoveries had been more emphasized by the newspapers across its different pages and especially on the front page. In addition to this it was also found that the newspaper had emphasized more on Covid-19 pandemic scenario than any other news beats in terms of the overall perspective throughout the month of April.

It can be observed that the brand name of “The Times of India” replicated the “O” from “OF” with a face wearing a blue colour mask (please refer to Image 1). This can be termed as the “masking of the logo” which further reflects health advocacy through its brand name itself. From the review of literatures, it was observed that Adiga, (2018) had already highlighted the importance of page makeup in media advocacy. From this perspective it can be emphasized that the Covid-19 pandemic has been given the top most important for the newspaper not only with respect to its content but also with respect to its base makeup. Even the news structure in April consisted of more information and petroleum presentation of graphics with different graphs and charts replicating the number of populations, actions and thereby promoting information among its readers.

Now if the content and the design in the month of May is observed then with the course of time there has been a gradual shift from health communication to political communication with respect to the contents of the news. Especially, if the front page of the newspaper is considered then it can be observed that the news content consisted of news regarding politicians and their opinion in association with Covid-19 scenario and the policies which are being taken up (please refer to the picture 2). For example, there was news regarding helicopters showing gratitude towards the health workers and people who have been working on emergency sectors. There was also news related to the announcements done by different state and central governments about the packages of treatment they may provide to the people of the country. So, in this case it can be clearly analysed that there has been an amalgamation of political communication with health communication with respect to the content of the news expressed in the month of May. Further in the end it was not only the front page of the newspaper but it was the national page and the regional page which had also reflected a hint of political news beat for news

that covered Covid-19 pandemic scenarios. So, it can be analysed that between the months of April and May there has been a change in the perspective of the newspaper and the structure of the news with respect to health communication and a combination of political communication with health communication.

Difference in Structure and issues between the months of April and May, 2020



Image 1: The Page makeup of The Times of India in April, 2020

(Source: The Times of India, 2020)

April, 2020

In April 2020, the narratives were more focused on the outbreak of pandemic and the clinical proceedings being made. Covid-19 has been the first lead across the front page, the Times City that is the regional page, the national page, and the Global page.

Throughout the month it was one of the first three leads of the newspaper's page make up.



Image 2: The Page makeup of The Times of India in May, 2020

(Source: The Times of India, 2020)

May, 2020

In May 2020, the narratives gradually shifted health communication to political communication. There was news about migrant labourers, air salute by freedom fighters or the opening of liquor shops. News related to Covid-19 has not been the first lead in

most of the cases. It was withered in the anchor story or in subsequent pages (like 2nd page or 7th or 8th page)

Proximity v/s Impact



Image 3: The Page makeup of The Times of India During Amphan, 2020

(Source: The Times of India, 2020)

The cyclone *Amphan* had hit West Bengal on 16th May, 2020. During that phase it was *Amphan* that had made the headlines instead of Covid-19. News on Covid-19 had taken a back seat with Amphan being the most reported news on The Times of India in the front page and the city pages. Even the National and Global pages also lacked subsequent reporting on Covid-19. In the Kolkata edition it was Amphan which had greater proximity

even though Covid-19 had been a global pandemic affecting even Kolkata. It is the proximity of the news which has been preferred more than that of the global impact.

Based on Framing theory it can be argued that The Times of India has potentially covered the news of covid-19 amidst super cyclones. In addition to this the use of illustrations like masking the logo has been innovative and rightly placed. Based on the theory of Diffusion of innovation it can be further argued that the use of images and illustration in the logo itself are innovate strategies which are effectively used by the selected newspaper. Yet it is also required to be considered that over the 7 selected days using constructed weeks most of the news were associated with some political activity. In other words, there was a distinct influence of political communication on health communication.

Analysis of contents from Twitter

To identify the role of media in health communication during Amphan, a comparative analysis between the tweets and the newspaper contents have been conducted.

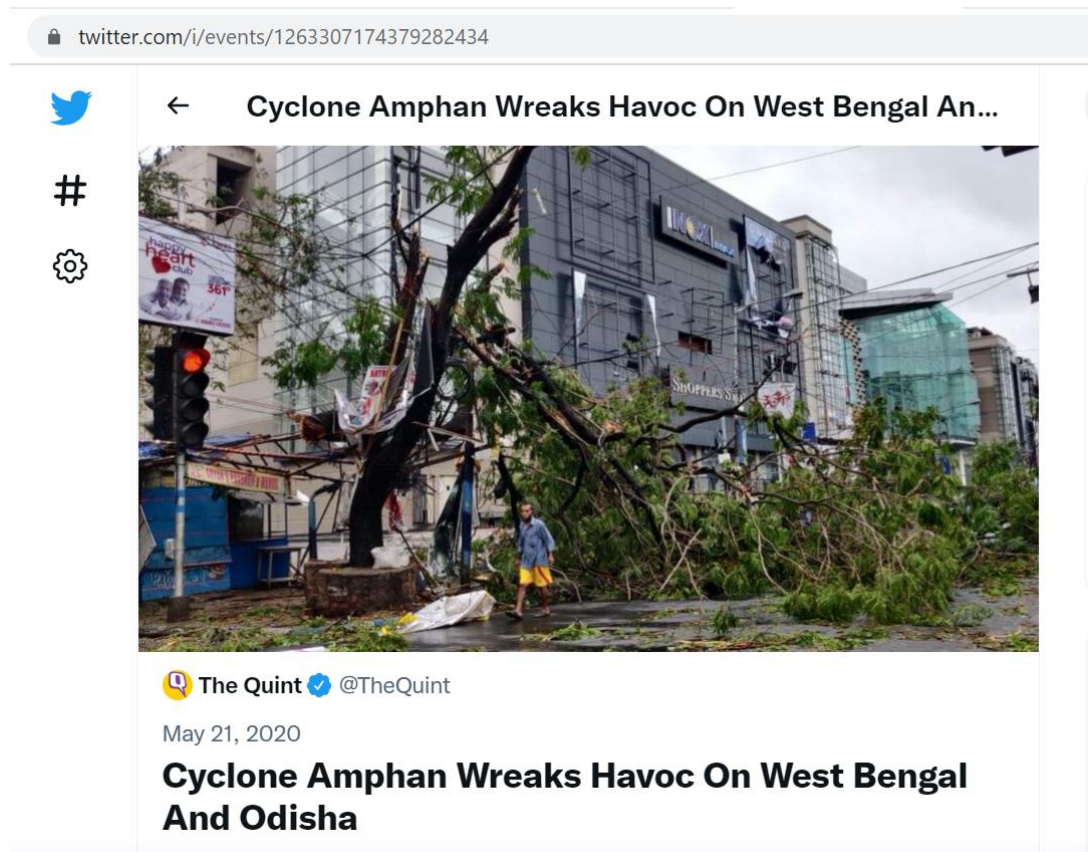


Image 4: A news on Twitter by Quint

(Source: Quint, 2020)

The above picture shows a screenshot from a Tweet which was shared by one of the leading online portals named 'Quint.' This picture depicts a scenario right after the cyclone in Kolkata where the trees have uprooted in the middle of the road with electrical wires entangled with it. This picture is one among the viral pictures which were used by both print media and digital media during the time of Amphan cyclones in both West Bengal and Bangladesh.

← Cyclone Amphan Wreaks Havoc On West Bengal An...



The Quint ✓ @TheQuint · May 21, 2020

"This was the first time that I realised that human beings could get knocked down by winds outside of movies," says @ishadrita as she shares her experience of super #CycloneAmphan from her 41st-floor residence in Kolkata.
Full story: bit.ly/2TqiVGI



3 54 162

Image 5: A report by Quint tom Amphan, Kolkata

(Source: Quint, 2020)

The above picture also shows an aerial view of the cyclone hitting the ground. It can be observed that there are 162 likes on this Tweet with only three comments and 54 retweets. This post has also been shared by The Quint in the year 2020. It can be further analysed that even though there are more than 100 people who have reacted to the post, there are only a few of them who have reverted or even replied to the post. So, the level of engagement to this post can be said to be low despite being shared by one of the most popular media houses. Both pictures show the issues with cyclones and did not mention any information about health communication. In this regard it can be argued that in case of natural calamities it can get exceedingly difficult for media houses to keep their focus on other issues like health. On the contrary, it can also be pointed out that with the

outbreak of super cyclones, there are other diseases and health issues which can also come up because many people are rendered homeless. Yet there is a lack of posts from the profile of ‘The Quint’ which can highlight these health issues.



Image 6: A political narrative on Covid-19 and Amphan

(Source: Twitter, 2020)

In contrast to the previous posts analysed in this paper, the above post has a political angle associated with it. It can also be observed that there are 706 views on this post with 109 likes and 40 retweets and comments. Even though the likes, comment and retweets rate on this post is like the previous post analysed in this section yet the number of views on this post is quite high. Since the views on the post are near to a thousand, it can be further argued that comparatively the rate of engagement was high in this post.

This post has critically argued on the lack of attention from the perspective of the state and the ways in which he thinks that there is a political game being played from the end of the West Bengal government. In this regard it can be further argued that it is for this controversy that there is a considerable amount of reach of this post. This is because the other posts focusing only on the cyclone outbreak did not receive such much attention from the audience on Twitter.

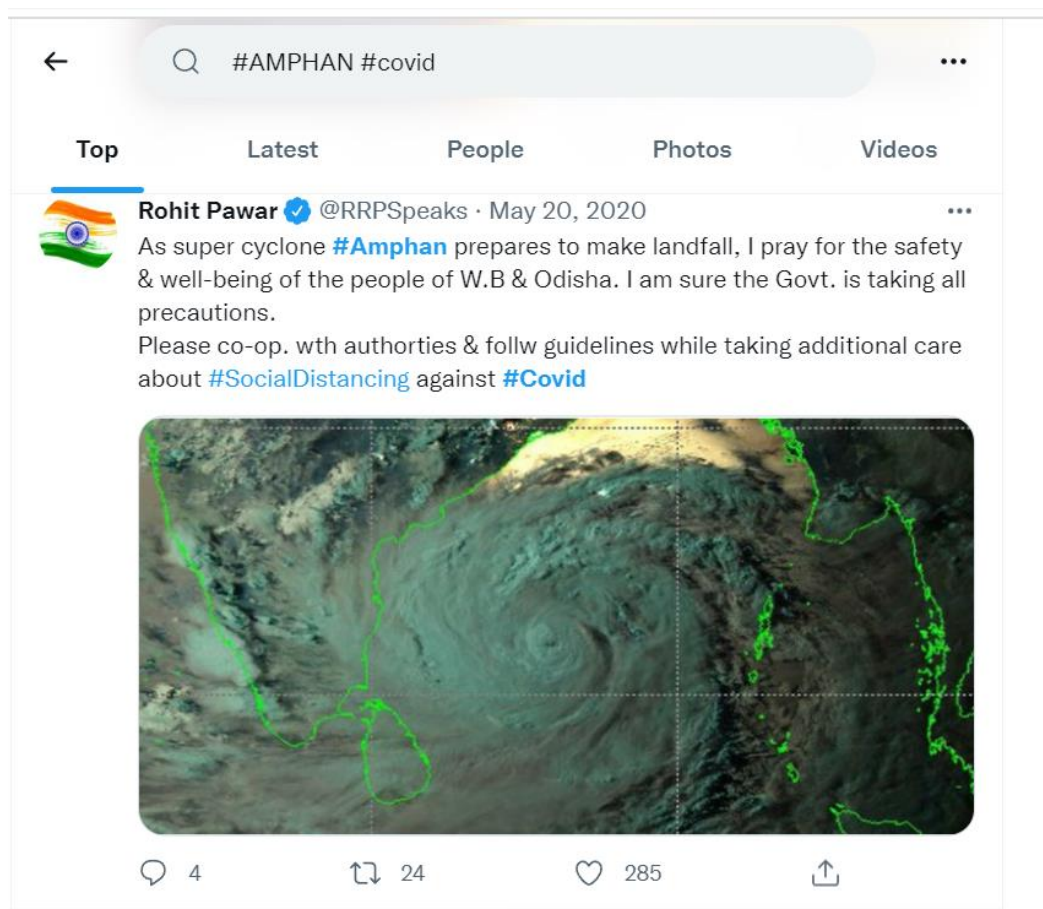


Image 7: A post spreading awareness against Covid-19 and Amphan

(Source: Twitter, 2020)

From Image 7, it can be noted that the post tries to spread awareness against the cyclone and the need for social distancing during Covid-19 pandemic. The photograph posted in this Tweet is pointing at the map near the Bay of Bengal where the cyclone originated. This post did not get into any blame game nor did it talk about the presumed

faults of any governments. Here, this post shows absolute solidarity with the government by stating that he has complete faith in both the state governments.

This is one of the rare Tweets which has not only talked about the cyclone but has also discussed the spread of the diseases and the need for social distancing. It has been liked by 285 people on Twitter and retweeted by 24 people with 4 comments. Even though the rate of retweets and comments has been low, it can be observed that the number of likes on this post is much higher in comparison to the other Tweets.

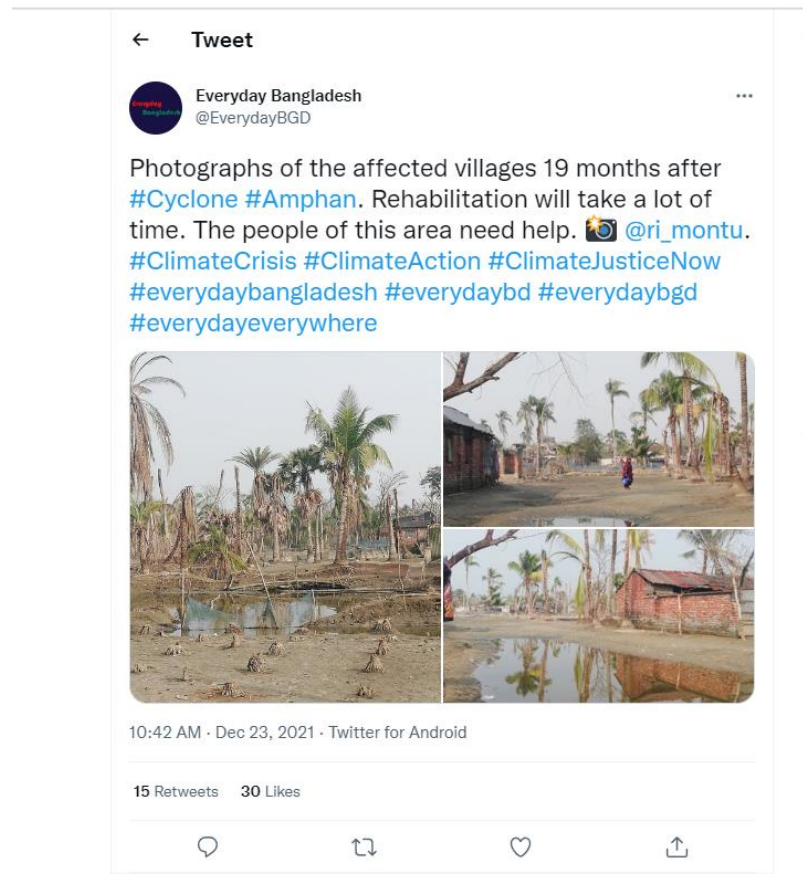


Image 8: A follow up Tweet on Amphan

(Source: Twitter, 2020)

The above picture shows a follow-up Tweet on Amphan posted on 23rd December, 2022. It has reflected upon the issues after the super cyclones and the situation even after

19 months (about 1 and a half years) from the date of occurrence of the natural calamity. The photographs shared through this tweet clearly reflected on the destruction of the natural habitat caused by the super cyclone. It can be observed from this analysis that there were only 30 likes and 15 retweets on this post with no comments. It can be argued from this Tweet that in case of this follow-up story there was quite limited extent of engagement of the audience. So, this shows that timeliness of the news is essential when it comes to even Tweets.

This segment of the research paper shows that it is not only newspapers where political beat is considered the most important beat, but even in Tweets it is political controversies which has drawn more audience engagement. The analysis also highlighted that the newspapers had reflected better health advocacy in comparison to that of Twitter in case of the super cyclone Amphan. Even though authors like Saxena, (2019) argued on the popularity of digital media yet it can be observed from this analysis that newspapers had more effectively covered the issues of super cyclone and global pandemic than that of Twitter.

Conclusion

Considering the content and coverage regarding super cyclone Amphan using framing theory it can be explained that newspapers were one of the potential sources for health advocacy. during Covid, The Times of India had used a strategy where the “O” from "OF" was replicated with an image of a face wearing a blue colour mask (Image 1). The strategy of reintroducing the logo of Times Group was a popular and effective advocacy approach about Covid 19 when many people were in flood shelter due to severe cyclone. Here illustration of logo promotes the policy of health advocacy regarding Covid pandemic. Again, it describes how diffusion of innovation policies can be used to promote through a coalition formula. This paper also explored a process of overlapping between health communication and political ideology over news contents and views.

Yet if the structure of the news is considered then it can be critically analysed that health communication is not separate from political communication. It can be further explained that even though political communication and health communication are considered a separate entity but there is subsequent influence of political Communication on health communication. For example, the funds raised by government or any argument proposed by the opposition party with respect to government policies have a direct link with the pandemic scenario. Even though this news and not directly reflecting the issues of health but are concerned with health-related problems all practices taking place in the country. Similarly, if the initiative second to appreciate the emergency workers is considered then it is also related to the present pandemic scenario because it is a part of our social culture and may help in propagating positive environment among the audiences. This is the reason it can be finally concluded that in this pandemic scenario newspapers are following a structure in which there is an amalgamation of political communication with that of the health communication effectively.

In comparison to newspapers, Twitter had fewer reflection of health advocacy during the Amphan super cyclone. It can be concluded from this research that newspapers have proved to be a better medium for health advocacy because of its structured form of contents. On the other hand, social media platforms like twitter consist of diverse range of people who have no doubt shared information about the super cyclone but did not meet

the needs of health advocacy. Good health and wellbeing are one of the primary sustainable development goals as saw from the existing literature. In this regard, a holistic system of health communication is needed so that both the people affected and those willing to help can get authentic information. Hence, considering the need for constant health advocacy it can be argued from this research that newspapers are a more effective mode of health communication in comparison to that of social media platforms like Twitter.

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