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Mass media entertainment and health benefits during COVID-19 pandemic

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Abstract---“Bad things do happen in the world; like war, natural disasters, and disease. But out of those situations always arise stories of ordinary people doing extraordinary things.” (Daryn A. Kagan) COVID-19 spreads over all the countries in the world. It causes serious damage for many people’s life and many lost. In India, many people affected and struggled to overcome the COVID-19 pandemic. People used many ways to keep them engaged and entertained. Some do their favorites and some were really forced to do so, to keep themselves stable. In this situation, film plays a vital role that keeps people more active mentally. People watch movies to make them feel relax and relieved. During pandemic, films been a good support for the people to avoid stress and it’s been a great companion to maintain their mental health in a stable manner. Thus, by watching films people maintained the physical and mental health in a positive way during COVID-19 pandemic.

Keywords---COVID-19, Pandemic, Mass Media, Films, Entertainment, Mental Health.

Introduction

COVID-19 is caused by a virus named by the World Health Organization (WHO). It is said that this disease started in Wuhan, China in late 2019 and spreads all over the world. Many countries affected by this disease and many people lost their lives. In India, this disease spread in the month of march 2020 and day by day

started to increase. COVID-19 affects different people in different ways that results in large number of death rates in the country. Most infected people develop mild to moderate illness and recovered without hospitalization, but in some case, it is vice versa. By months spend government of India introduced vaccine that boots the immune system and helps to fight against the disease. But unfortunately, due to health condition even vaccinated people lost their lives. In this situation, stress and depression overruled people's mind. To avoid stress and depression mass media been a boon to overcome stress and depression. Mass media includes books, magazines, the internet, movies, newspapers, radio, recordings and television. Mass media supports people to overcome stress and depression and even for entertainment mass media helps people during lockdowns.

Film and Mental Health during pandemic

"No good movie is too long. No bad movie is too short enough". (Roger Ebert pp.406) People lived with heavy hearts during pandemic, they make themselves active in various activities like cooking, dancing, yoga, gardening, and by watching films. To avoid stress people, tend to do their favorite activities with their family members. Films plays a major role in Covid19 pandemic during quarantine and serious lockdowns in India. Most of the people watch films to entertain themselves to get rid of from stress and anxiety. Films are always connected to health benefits. If people watch movies in their favorite genre, they will automatically feel relieved and their mind and body will parallely feel light to escape from tough environment and situation around.

During pandemic news, social media and other mass media communication helps people to know the facts better. Dos and don'ts, healthy food to intake, entertainment and fun are also been a part of mass media communication, to handle the pandemic in many different and useful ways. Covid pandemic creates boon and bane for the people, because many lost their life and loved ones. But many survived by getting information that leads to get food for needed people, medical emergence, grocery things etc.,

Anywhere at Any time Entertainment

The entertainment industry has changed rapidly. In early times, theatres are been used to watch news about war and fewer of advertisement. But today, people can visit a theatre to watch a dramatic movie and to make themselves entertain from their busy schedules. Due to this COVID-19 pandemic, there is no longer need to visit a theatre to watch a movie. Since people can watch a lot of films from their comfortable place, home. During pandemic, films are accessible anywhere at any time, if they have a device and the internet access. Using a smartphone, people can watch their favorite and recently released films to find entertainment and fun, from anywhere at any time. Some entertainment forms are very expensive, if people look for an inexpensive form of entertainment, they should obviously take advantages of movies. Because through internet they can able to find free movies to watch online with internet connection.

Movies creates lots of emotions carried away by the audience while watching it. Many movies are directed to keep the audience at the edge of their seats. Movies creates emotion and helps the people to maintain mental health better during pandemic. Therefore, films have something for the audience that offers something for them mentally in returns with strong intense emotions, dramatic, fun and much more. So, films are the best form of entertainment during pandemic.

Usage of OTT Platforms During pandemic

OTT platforms came into a needy structure to make individuals themselves engaged. It became famous in expanding broadbands and smart gadgets where they can get to OTT platforms as per their need. The Covid circumstance is forcing individuals for isolation, yet, the circumstance is reaching at its peak and bringing about the high death rate, joblessness, misfortune in business, self-separation. Thus, it is altering many individuals' mentality to get recover from the situation. It is making everybody's life hopelessness. This pandemic is helping media utilization in bigger. Media assumes an impressive part in making individuals dynamic even in this pandemic by making themselves associated with watching films through OTT platforms.

Media is not just for news channels, in any event, for diversion it clears way for the crowd to make updates in a wide range of ways they need. Media took multifaceted structure to try and help the individuals to know what is happening, surf for necessities, for diversion, to make new things, and for a free open gathering to talk many issues. In such a manner, it rethinks the Theater environment through OTT platforms to watch films even in this pandemic to cause the crowd to associate in the most terrible situation to maintain their mental health stability.

OTT platforms have been mostly developing over the last two years and it continues even today. People spend 40 minutes out of each day watching films according to their desire on this specific platform. Online video marketing is one of the biggest developing business sectors in India today and it is assessed that it could have near 500 million internet-based video watchers by the year 2023. This would make it the second-greatest market on the planet after China with OTT platforms contributing a significant part of its development. As per an overview in 2012. India had two OTT platforms and today it has in excess of thirty in everyday use.

As per online reports, an individual spends nearly 70 minutes daily watching videos on these platforms. They are not just implied for adolescents in light of the fact that on a typical 37-50 years old likewise invest similar measure of energy than the people age of 25. People have moved from DTH link to Firesticks and to Chromecast and Smart TV as it were on account of OTT platform. So, people nearly spend most of the time in these platforms to make themselves entertain and keep the hectic situation out from their mind for a healthy mind during pandemic.

Conclusion

Mass media is a powerful tool to bring out the information to the general public and to support people through and they promote positive situation during COVID-19 pandemic. But it may also spread misleading information. Many people lived watching news to gather information related to their health and mental benefits to keep themselves in a safer hand. On this note film are been a good companion to cinema and non-cinema lovers. People used to watch films together with their family members and that creates a good environment, where they forget the worst situation in and around them. People feel engaged, because there are lot of films to watch through OTT platforms, and keep themselves entertained. And that helps people to maintain their physical and mental health during COVID-19 pandemic. Therefore, films play a major role to keep people's mental health stability during quarantine and serious lockdowns.

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