

A BRIEF STUDY ON
'PRINT MEDIA ROLE AND ITS IMPACT ON PUBLIC HEALTH'
JOURNALISM AND MASS COMMUNICATION



DISSERTATION TO COMPLETE

M.A. (J.M.C.)

FROM

GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (C.G.)

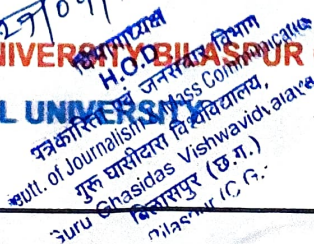
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Certificate

This certificate verifies that Adarsh Upadhyay dissertation on "**Print Media Role and Its Impact on Public Health**" was completed under the supervision of Dr. Arun Pratap Sir Assistant Professor J.M.C. department for his Master of Philosophy degree in **Journalism and communication (J.M.C.)** from the **Guru Ghasidas University Bilaspur (C.G.)**. The dissertation meets the University requirements. All the rules of university are followed by him.

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Introduction and background

Media plays a pivotal role in disseminating information to the public and holds significant importance in raising awareness about various issues. It serves as a potent tool for creating societal consciousness. Print media, encompassing newspapers, magazines, brochures, and posters, serves as a traditional yet enduring medium for conveying health-related messages. Newspapers, in particular, have been instrumental in providing information about diseases and outlining measures implemented by central and state governments to curb infections and enforce lockdowns [1]. In 1998, research conducted by the American “National Health Council” revealed that 75% of individuals obtain health-related news through the media, with 40% relying on television, 35% on magazines or journals, 16% on newspapers, and 2% through the Internet [2]. The extensive coverage in newspapers has proven effective in addressing gaps and offering guidance to the public during critical times, fostering hygienic practices. Even in the current digital era, print media