



Role of Print Media in Influencing Public Health

Fahmina Hussain, Research Scholar, Department of Journalism and Mass Communication, Mangalayatan University
Dr. Santosh Kumar Gautam, Associate Professor, department of Journalism and Mass Communication, Mangalayatan University

Abstract

As such print media is instrumental in disseminating information, shaping perceptions and driving behavioural change in influencing public health. Print publications, such as newspapers, magazines, and pamphlets, are a traditional and universally available means of communication, which makes them very important means of public health communication and are particularly important in the areas not well provided with access to the Internet. They raise awareness about health issues, preventive measures and emerging threats for example outbreaks of infectious diseases. Print media, by producing evidence-based articles, articles of experts and real lives stories, can demystify complex medical concept and build confidence in health interventions. In addition, it holds an advocacy role that focuses on directing attention to neglected health issues and pushing for policy changes in favour of the highlighted community needs and government accountability. Print media can be targeted towards solving specific health challenges like encouraging uptake of vaccination, promoting hygiene practices, or combating lifestyle conditions like obesity and smoking. Digital platforms are gaining popularity, yet print media continues to be valid source of information for a specific group of people young, and in rural areas, for example. Still, that influence is heavily dependent on the accuracy and propriety of content. Fear and misinformation can spread, not only through misleading information or sensationalism, but also through bad advice by otherwise credible and well-meaning individuals. As a result, public health agencies have an obligation to partner with print media to maintain unity in messaging.

Keywords: - Awareness, Advocacy, s Newspapers, Magazines

