

***“A study on Reporting H1 N1 epidemic by the Press to assess the quality of media reporting and its responsibility in reporting critical health issues”. An In-house study. 2010-11.***

The media coverage of the flu has to be seen in the light of public interest, a marked positive change in the health behavior of the people, a change in government health policies to deal with the health crisis, after an increase in reporting and recording of H1N1 cases in the newspapers. Crises may not necessarily be understood in early phases, especially if they involve the emergence of a viral or bacterial hazard.

In this study an attempt has been made to understand the way the press reports/covers a health crisis as also the difference in the reporting styles of Hindi and English newspapers. The objectives of the study were the coverage of H1N1 in the press and how it was reported. Within the Press, differences in coverage was assessed between language newspapers and between national and regional newspapers.

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