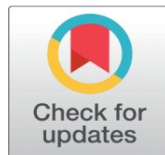


BETWEEN CALAMITY AND COMMUNICATION: THE ROLE OF BROADCAST MEDIA IN THE 2014 KASHMIR FLOODS

Tasaduq Hidayat ¹, Dr. Ruheela Hassan ²✉

¹ Research Scholar, Department of Journalism and Mass Communication, Islamic University of Science & Technology, Kashmir, India

² Assistant Professor, Department of Journalism and Mass Communication, Islamic University of Science & Technology, Kashmir, India



Corresponding Author

Dr. Ruheela Hassan,
ruheela.hassan@iust.ac.in

DOI

[10.29121/shodhkosh.v5.i1.2024.1411](https://doi.org/10.29121/shodhkosh.v5.i1.2024.1411)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

The media continues to have significant relevance in crises as they play an essential role in guiding the state's response toward reconstruction and rehabilitation. Although there has been a phenomenal advancement in media systems, the existing literature suggests that the media impact has either been ineffective or minimal in post-disaster scenarios. This study aims to assess the media reaction during post-disaster scenarios and to understand if the media convergence sufficiently influences the state action and policy toward disaster preparedness and mitigation. In this direction, this research undertakes the case study of the 2014 Kashmir flood to examine the role played by electronic media in disaster management. Interviews of working journalists, academicians, and scholars were conducted to study electronic media's response during the crisis. Additionally, the document analysis, as a secondary source, has helped in understanding the crucial situations during different natural disasters. The inferences and conclusions from the study would guide further research into conceptualizing a mechanism for the development of a sustainable media policy to meet the sustainable development goal.

Keywords: Media in Disasters, Post-Disaster Management, Disasters in Kashmir, Reconstruction, 2014 Kashmir Floods

1. INTRODUCTION

Disasters represent immediate, catastrophic events that disrupt the wholesome functioning of society, leading to significant human, material, and economic or environmental losses (International Federation of Red Cross, 2015). Therefore, a disaster is a representation of a condition wherein society experiences societal paralysis due to the incapacitation of its core operations. As a result, society becomes incapable of effectively mitigating the repercussions. These notable disturbances in the functioning of society cause it to exceed the capacity of society to manage its resources (Dwivedi, 2010)