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A short communication of the role of media in disaster management Education system

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Abstract

The media are linked to the democratic system of the country. Through these, political information is provided to voters, with the public supporting its choices in SME's information material. At the same time, the identification of social problems is achieved through these and is a key tool to

address these. Also, the media is seen as preserving democracy, as various mistakes and injustices and injustices come from the existing power. Consequently, SMEs operate at specific levels and standards, as defined by democratic society.

Keywords: Crisis, media, disaster management, education, communication

Introduction

The media serve specific democratic functions. An example of these may be that they are monitoring social and economic developments, identifying topical issues, giving and triggering debates on various attitudes and positions, controlling the way in which power is exercised, helping to provide citizens with an incentive to be informed, their choice and involvement in political issues, they are a basic resistance to the efforts of diverse interests that undermine the independence of citizens.

However, the worrying case is that SMEs do not guarantee and do not properly and properly serve these functions of democracy. Accordingly, with those who criticize the democratic spirit of the media, SMEs operate purely commercially and are controlled to a certain extent or often by multinational corporations, so they have come to the opposite of democratic power by supporting the government.

There is a failure of the risks of reporting injustice and industry. An example is the fact that issues related to public health are often neglected and pose a public health risk to citizens. An example is the report and the update of the smoking habit. This is due to companies that are sponsors of SMEs and that prohibit this type of promotion. It is also worrying that alternatives are being put in place instead of information on the health risk posed by smoking. Thus, in essence, SMEs are conspiring with industry effectively, with the ultimate goal of removing hundreds of billions of dollars annually from consumers.

Methodology

The study was based on a descriptive bibliography research design. Based on the creation of the subject, was developed on the feasibility of successful communication through the time of crisis on the education system.

Consumers' interests are, however, not guarded. The majority of countries still have mass media for this purpose. Of note, a significant proportion of analysts assume that SMEs are, in reality, influencing and not covering market desires.

Crisis management by SMEs

Particular importance and priority should be given to SME management. When they manage SMEs effectively, they can distract positive criticism of a critical event from the public about the emergence of the critical situation and about how an organization manages the critical situation.

However, there are stereotypes and prejudices about journalists. The attitude and position that journalists, regardless of their personal effort and their ability to manage SMEs adequately and effectively, are therefore the result of their work is not always desirable. In particular, there is the impression that the work of journalists is not always objective. It is a fact that there is no SME management strategy that can be sure of success, but the journalistic manipulation can limit the conflicts, misinterpretations and the image of the organization that will have it after the outbreak of the crisis. Crisis managers and journalists may collide because managers feel they have no appreciation of their efforts to resolve the critical situation while they feel they are being criticized by journalists and their efforts are underestimated.

Journalists are dealing with a critical fact of distorting it, aiming at increasing viewing, keeping an objective position in the things they present and of course serving their personal interests.

The influence of SMEs

Numerous theories explore the question of the influence of consumer behavior on the media as it is studied below:

- The provision of information by SMEs outweighs the human possibilities of information retention. In order to save information processing by the media, people choose their reading, listening and listening content based on their needs and preferences and interests (cognitive processing).
- SMEs do not have the capacity and capacity of the content of people's thinking, but they have the ability to influence the way people think (regulation of the agenda).
- SMEs have the ability to influence the candidates' crisis criteria for candidates in the elections, as they have the power to turn human attention to specific issues and aversion to other issues. An example is President Bush of the United States, where his support was limited in 1992 as the interest of the media turned to the projection of the economic recession and not to the Gulf War.

Conclusions

This information stems from the audience itself through the interview process, so each person reports on his experience how he lived and felt an event and describes it accordingly. However, these interviews push SMEs into conflict with crisis managers, as they provide a safe and honest picture of what they are describing. The conflict is, of course, due to the fact that, in addition to their personal experience of the event, the emotional reactions of the public, their subjective judgment, etc. are recorded.

The story to be shown by the media is selected and shaped according to some conditions to be met, which are:

- History should be intense and dramatic to broadcast.
- History should touch and relate to personal stories, intimate experiences and experiences of the public who will follow it.
- History should be unpredictable and unusual.
- Depends on whether history has been re-introduced in the past.

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