



ANALYSIS OF ‘INFOGRAPHICS - ABOUT COVID-19’ PUBLISHED IN FOUR NATIONAL DAILIES OF INDIA

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ABSTRACT

Studies have revealed in the past that Information shared via Graphic representation impacts more and is retained by humans in a better manner than the information shared merely through words. Infographics is an improvised way of sharing news/information via Media and hence, even the news dailies these days use this medium in large numbers. This research is intended to analyse the Infographics of four national dailies and how these Infographics have been applied to provide information during the national emergency of COVID-19. A total of 58 Infographics were published between 11th March to 19th March 2020. These infographics were further analysed on the basis of visuals, content and knowledge.

I. INTRODUCTION:

On 31 December 2019, Wuhan City in the Hubei Province of China dealt with some cases of Pneumonia like Unknown Etiology of Fever. The researchers tried to find out the cause of this Etiology and later on the National Health Commission of China informed that the outbreak is associated with exposures in one seafood market of Wuhan City. Then the Chinese authorities discovered a Novel (New) Corona Virus that was spreading like fire. Corona Virus Disease popularly known as COVID-19 affected first in China. Many unprecedented steps were taken by Chinese Government to control the spread of this Novel virus. But the virus spread like a chain from one country to another in a very short period of time. While on Jan 20th 2020, there were only 278 confirmed cases globally with 6 Deaths and the numbers kept on rising on a daily basis and accordingly, on 30th January, World Health Organization (WHO) declared the outbreak a ‘Public Health Emergency of International Concern’ (PHEIC). On 11th March 2020, WHO’s Director General characterized COVID-19 as a ‘Pandemic’. This disease has been found to be highly infectious and the situation has worsened now. Till 26th March 2020, there are total confirmed Corona virus cases and deaths reported as 4,13,467 and 18,433 respectively.

In India, the Corona virus infected patients are increasing day by day. Media being the fourth pillar of Democracy has been trying to convey people about the cautions and preventions to control the deadly virus’ spread. During this National Emergency, the social responsibility of press becomes paramount. The Media personnel are providing the information in every possible way to save the country. Social Media and Electronic Media are providing

information through effective and appealing audio visuals as well. The print media professionals are also using visual tools to convey messages to people. Journalists are becoming aware of using Graphical representation to grab the attention of readers. With the use of Graphics, the complex and difficult figures can be explained in a very easy and understandable manner. These Infographics help the readers to understand the message quickly. Infographics is not a traditional form of Iconography like illustration (including photography). Journalistic Infographics is a kind of news story in which text and Iconography are interdependent (Lima, 2009).

People see a lot of Infographics in the newspapers. Sometimes it warns people and suggests some precautionary measures to avoid certain behavior. Many stories with a lot of warnings, symptoms of the disease and preventive measures are being published in National and International Newspapers. The journalists are designing these stories with Infographics including graphical, pictorial and colorful pattern so that more and more people can understand these stories and take suggestions. The use of Infographics can help newspapers better inform people about the disease and measures to be taken to prevent it. These Infographics published by different newspapers covering the COVID-19 including patient tracking, guidelines for Public, medical professionals, precautions and the severity of the epidemic in comparison with other diseases and many more. Infographics are comprised of three broad elements: **Visual, Content and Knowledge**. Visual element consists of Color, graphics and icons, symbols. The Content & Knowledge are based on Facts, Information, Statistics & Conclusions. The research paper tries to analyze the Infographics according to these three elements. It also tries to determine the similarity or difference in the Infographics published by four sampled newspapers. After the qualitative analysis of Infographics on the above parameters, quantitative data of number of Infographics published in each sampled newspaper for 8 days will be calculated.

II. LITERATURE REVIEW:

Infographics are used to visualize the information. “Eye is the most important sense organ that visualizes the things and give instructions to brain to work according to what has been visualized. More than 50 percent of the cortex, the surface of the brain, is devoted to processing visual information,” points out Williams, the William G. Allyn Professor of Medical Optics.¹

Infographics is a part of visualization. Its main aim is to present the data with pictures, signs, symbols, graphs, maps and charts in an artistic and effective way.

Greth Cook, series editor of the Best American Infographics said, “We find ourselves in the era of big data, a time when information moves faster than ever, and infographics provide us with quick, often influential bursts of insight and knowledge. They are a mesmerizing new way of seeing and understanding our world.”²

These Infographics transfer information to readers with more compressed, clear and artistic content than words. Infographics should be present in such a way that the readers can visualize the main idea very easily. These

Infographics were first used in 1980's to make newspaper design more attractive and appealing. Presentation techniques including Bar charts, Graphs, pictures, words, symbols, color, theme, statistics, facts and conclusion are most frequently used by the newspapers. Sometimes newspapers publish the Infographics on the front page, on the other hand full paged Infographics can also be read and seen in newspapers.

A study named 'Features of Infographics' in the Russian Mass Media was published in IIOAB Journal in 2019. The study was carried out to determine the characteristics of Infographics in the Russian Media. After the analysis it was found that Infographics attract readers' attention due to their brightness and areas of interest of topics. It also revealed that the Infographics present the information briefly and clearly.³

In 2016, a study titled the use of Infographics in newspapers' business reporting about global market swing was conducted in China. It was observed that different newspapers use different types of Infographics depending upon the location and target audience. In newspaper's business reporting, these Infographics serve as a complement to articles. The researcher also is of the view that line charts are most commonly used to convey one or two related concepts.⁴

The research published in 2016 in Global Journal on Humanities & Social Sciences, stated that the Infographics which are designed for environmental issues talked about the role of Infographics as a tool to aware people about environmental issues. The issues like nuclear hazard, the decline of biological diversity and environmental pollution and the use of Infographics to inform people about these issues. It was found that Infographics as a tool is beneficial to well inform the people, make them aware and transfer the message in social media and other channels.⁵

Methodology: The aim of this paper is to find out the use of Infographics by journalists in four popular newspapers on COVID-19. The paper will try and find how Bar charts, Pie charts, Graphs, Data maps, Pictures, Words, Symbols, Color, the Facts and Conclusion are used by journalists to make aware the people about this Novel Corona virus. It also tries to explain that the information and content provided by Infographics is sufficient enough to get full knowledge about COVID-19. The meaning, process, symptoms, precautions and suggestions on COVID-19 were very appealing and detailed. The research method used for the present study is Content Analysis including both Quantitative and Qualitative Analysis.

The sample for the study: The Infographics to be analysed with the study that are published in two widely accepted languages i.e. Hindi and English in the four national dailies Dainik Jagran, Dainik Bhaskar, Times of India and Hindustan Times on the issue of COVID-19.

According to Indian Readership Survey Data collected by Media Research Users Council (MRUC), the newspapers under study have the most readership for the period 2019.⁶

Time Frame: The time frame for the published Infographics is between 12th March, 2020 to 19th March, 2020. This time frame was selected as on 11th March, 2020 WHO declared COVID-19 as an Epidemic and on 20th March,

2020 Honorable Prime Minister of India, Shri. Narendra Modi addressed the Nation and implored the citizens to observe 'Janta-Curfew' on 22nd March, 2020. During the time frame of the study, the media played an important role to combat this Novel virus spread. Selecting this time frame would definitely help in getting more information in the form of Infographics.

Analyzing Procedure: The basic procedure was to collect and analyse the quantitative data i.e. the number and types of Infographics present in the sampled newspapers for selected time frame allocated. Further, the qualitative data will be analyzed on the basis of three elements of Infographics including Visual presentation, Content and the Knowledge provided by the newspapers. The content and knowledge will be further divided into many sub elements.

III. ANALYSIS

A total of 58 infographics were published in the four sampled Newspapers during the time frame selected.

Number of Infographics by Publication					
Date	Dainik Jagran	Dainik Bhaskar	Times of India	Hindustan Times	Total
12.03.2020	-	1	1	2	4
13.03.2020	2	-	1	1	4
14.03.2020	-	-	3	3	6
15.03.2020	1	1	4	4	10
16.03.2020	1	1	2	1	5
17.03.2020	1	1	3	2	7
18.03.2020	2	1	2	3	8
19.03.2020	4	1	1	8	14
Total	11	6	17	24	58

A total of 58 Infographics were published during the research time frame. Hindustan Times published the maximum of 24 Infographics while Times of India published 17 Infographics respectively. Hindi Newspapers Dainik Jagran and Dainik Bhaskar only published 11 and 6 Infographics respectively. The data reveals that Hindi newspapers do not pay more attention towards designed and appealing information. It was also observed that the maximum number of Infographics have been presented on 19th March because the cases of COVID-19 increased from 129 confirmed cases on 16th March' 2020 to 169 confirmed cases on 18th March' 2020 in just two days' span.

The page of newspapers on which Infographics placed also matters a lot as Front page news or stories are believed to be the most important ones. It is

generally considered to function as a way to “Attract reader’s attention, inform them and set the reader's agenda” (Pasternack & Utt, 1986)⁷. No doubt that there were many stories related to Corona virus on front page but all were without any Infographics. Dainik Jagran on 19th March’ 2020 devoted the Page No. 8 to Corona with the Title “Corona Ki Kaat” with some Infographics while on the same day HT brought about a Special Edition COVID-19, Hindustan Times. This Special Edition of Hindustan Times consists a Total of 5 Infographics Titled as “What is Coronavirus?”, “World Health Organization Guidelines”, “How to Self-Quarantine”, “Busting Corona Virus Myths” and “How to Wash Your Hands”

Visual Presentation: Infographics are the most observed images in the newspaper because they provide visual information with the help of creativity. The big newspapers even hire graphic designers for this purpose because it is an artistic work. During the study it was found that graphs, pictures, special shapes, animated images, cartoons and the presentation of information itself play an important role to make the Infographics attractive.

Dominant Charts and Graphs: Bar graph, Line graph and Pictograph are used in the Infographics of newspapers. Bar charts are used to show changes over time and comparisons. COVID-19 cases are increasing day by day, to show this rise Bar graphs are used.

Line graph of cases of coronavirus outside China was published in Times of India on 16th March’ 2020 which shows the data of 7th March’ 2020. The Line graph shows the data from different countries with color codes and how the numbers increased. (Figure 1)

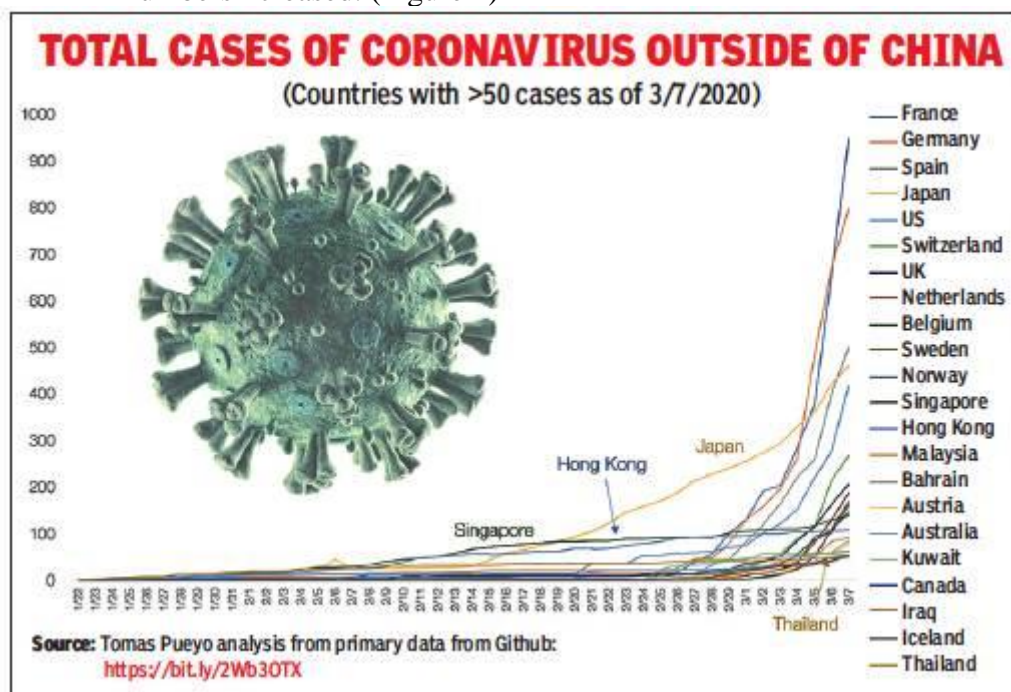


Figure1: Total cases of coronavirus outside of China, Times of India, March 16.

The Line chart is used to show the rising cases of Coronavirus in different countries which is very appropriate. These types of Infographics tell the whole story at a glance.

Sometimes, histogram is also used for comparison. Here in Figure 2 the comparison of the symptoms of COVID-19 with other diseases has been done in a very clear way. The information provided through the below histogram made the best use of space.

SNEEZING IS NOT A SYMPTOM OF COVID-19				
SYMPTOM	COVID-19	COMMON COLD	FLU	ALLERGIES
Fever	COMMON	RARE	COMMON	SOMETIMES
Dry cough	COMMON	MILD	COMMON	SOMETIMES
Shortness of breath	COMMON	NO	NO	COMMON
Headaches	SOMETIMES	RARE	COMMON	SOMETIMES
Pain	SOMETIMES	COMMON	COMMON	NO
Sore throat	SOMETIMES	COMMON	COMMON	NO
Fatigue	SOMETIMES	SOMETIMES	COMMON	SOMETIMES
Diarrhoea	RARE	NO	SOMETIMES	NO
Runny nose	RARE	COMMON	SOMETIMES	COMMON
Sneezing	NO	COMMON	NO	COMMON

Source: CDC, WHO, American College of Allergy, Asthma and Immunology

Figure 2: Sneezing is not a symptom of COVID-19, Times of India, March 15, 2020.

In figure 2, Histogram clearly shows that there are some common symptoms of Common Cold, Flu and Allergies. It can effectively represent that sneezing is the symptom of cold and allergy but not for the COVID-19 and Flu. To prevent the spread of any disease, first people should have full knowledge about the symptoms only then prevention and caution can be taken.

The most commonly used graph is Pictograph. It uses symbols to represent data. Figure 3 suggests the measures to be taken by the Government and Individuals.

hindustantimes

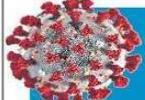
FIGHTING A GLOBAL PANDEMIC

STEPS THE GOVT MUST TAKE

- 1 AGGRESSIVE, RANDOM TESTING**
Aggressive and random testing is crucial, even for people who show no symptoms. Random testing is done to identify people who are carriers
- 2 INCREASE HEALTH CARE CAPACITY**
Since Indian cases are largely travel-related, strict screening is needed at air, sea ports, etc. Increasing labs, procuring more test kits and better equipping hospitals will also help
- 3 ROPE IN PRIVATE SECTOR**
India's private sector has a massive and well-equipped network of labs to carry out viral testing. Pvt hospitals can also be used to ease burden of overloaded govt hospitals
- 4 CONTACT LISTING, FOLLOW-UPS**
International travellers, contacts of positive cases must be strictly followed up even after their initial tests in order to pick up people who develop symptoms early
- 5 CONSIDER PRE-EMPTIVE LOCKDOWN**
China's area-specific lockdown has nearly wiped out new cases in the country. It is a model that has also been applied in other countries such as Italy and Iran, but not until it was too late

STEPS YOU MUST TAKE

- 1 NEVER CONCEAL SYMPTOMS**
Do not take a paracetamol before boarding the plane to avoid getting picked up in thermal screening at airports. If you have symptoms, report it to authorities immediately
- 2 TAKE SELF-QUARANTINE SERIOUSLY**
Home quarantine is key to ensure infections don't spread. So if you've come in contact with a confirmed patient, you must avoid all physical contact with others for 14 days
- 3 DON'T BE AFRAID OF ISOLATION WARDS**
For those who get infected, hospital isolation is vital. Evading isolation wards means you are putting not just your life, but also the lives of others in danger
- 4 FOLLOW STRICT HYGIENE**
Washing hands with soap or an alcohol-based hand rub is very important. Following cough etiquette such as coughing/sneezing into your elbow is also key
- 5 CUT OUT NON-ESSENTIAL TRAVEL**
Mass gatherings and travel through high-footfall areas can be hot-bed for spreading or contracting infection, which is why government advises to refrain from both



THE IMPORTANCE OF MEASURES AT HOME, THE OFFICE

HOW TO SELF-QUARANTINE
A look at what a self-quarantine entails and the measures that must be taken in case you need to be contained to your house

ENSURING A SAFE WORKSPACE
A guide that enlists the best practices companies and workers should deploy to ensure offices remain safe spaces

Figure 3: Fighting a Global Pandemic, March 15, Hindustan Times

In the above figure, symbols are used to explain the steps to be taken by the Government and Public. These Pictographs can communicate to the people who speak different languages.

Use of Artistic Shapes and Maps: Sometimes special artistic shapes are also used to appeal the people. During the study one Radial VennSmart art graphics of double shade (Figure 2) was used by Times of India on 15th March' 2020 in which Ranking is given to all the affected country according to the cases.

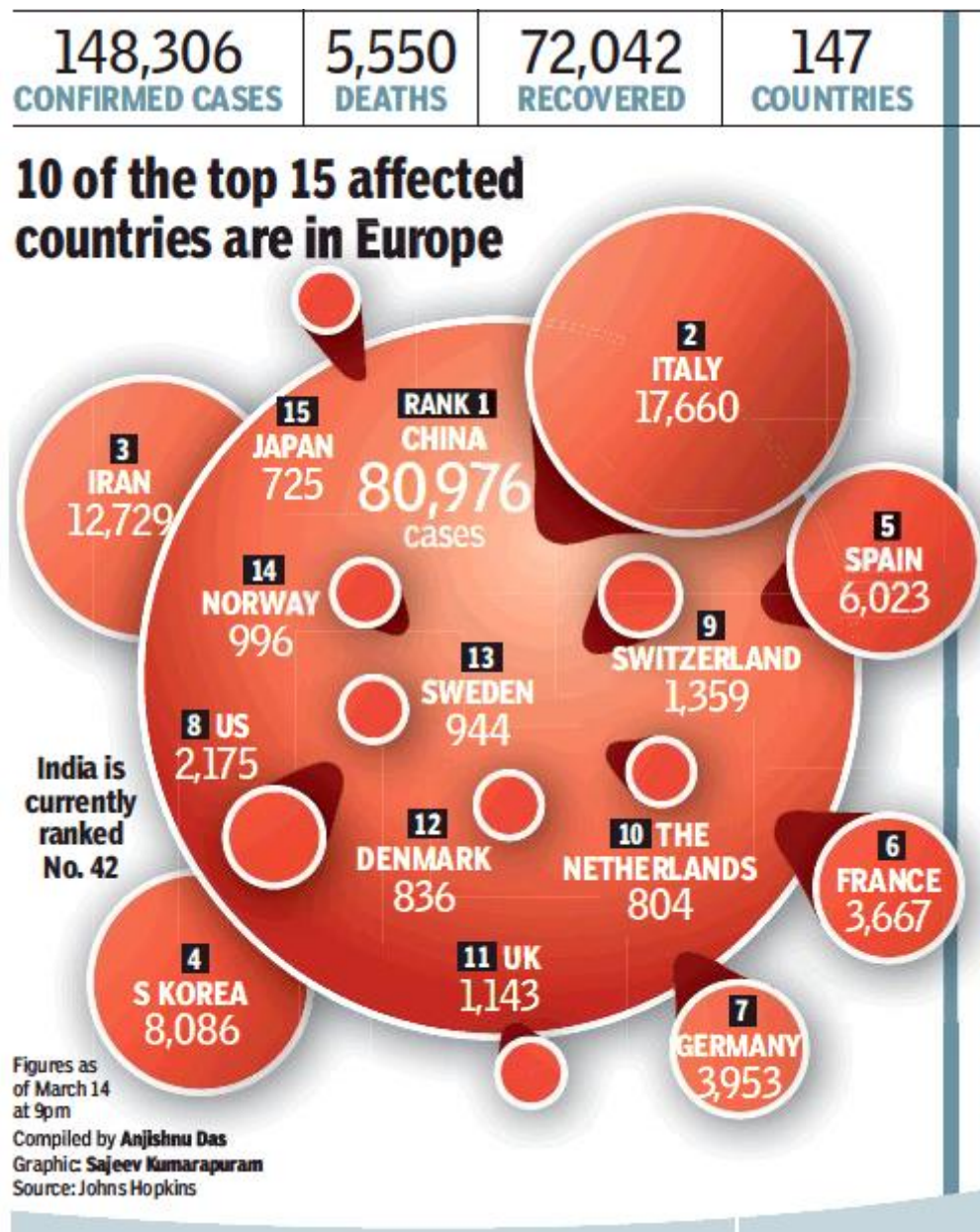


Figure 4: Fighting a Global Pandemic, March 15, Times of India

In the above figure, The size of the circle depends upon the number of cases. The more the number of cases, the bigger the circle. Red colour was used in the circle because In China red color flag was given to people who

needed a two-week quarantine. Red color is also the symbol of danger. The presentation is so clear that it can easily grab the readers' attention.

It was also observed that the world map and the country's map were used in the Infographics.

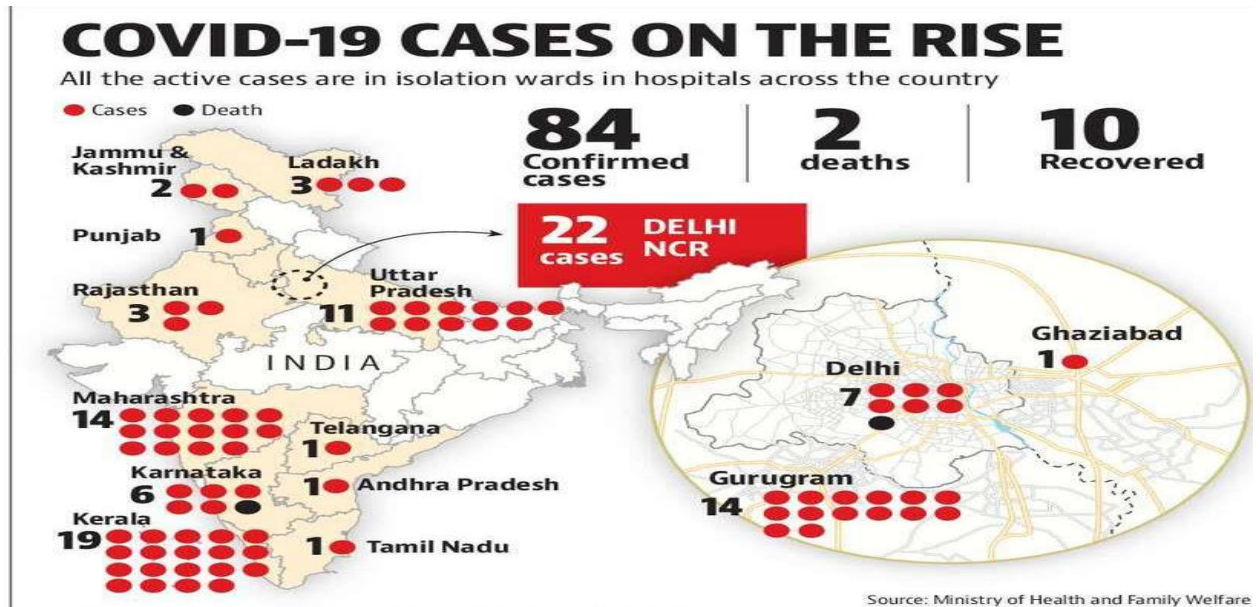


Figure 5: COVID 19 cases on the rise, March 15, Hindustan Times

The 'COVID-19 Cases on the Rise' was started by Hindustan Times in which, India's map was used to show the state wise Total Corona virus confirmed cases. The bigger circle displays the cases from Delhi, Gurugram and Ghaziabad with red icons.

Use of Illustrations: The most impressive and lively illustration was published in Hindustan times on 15th March' 2020 where the conditions of self-quarantine are given in detail.



Figure 6: How to self-quarantine, March 15, Hindustan Times

The Figure 6 shows how to live in Self-Quarantine and what precautions should be taken. Again on 19th March' 2020 the same illustration with different colors is published.

The Infographic of 'Keep Distance' published on 15th March' 2020 speaks a lot.

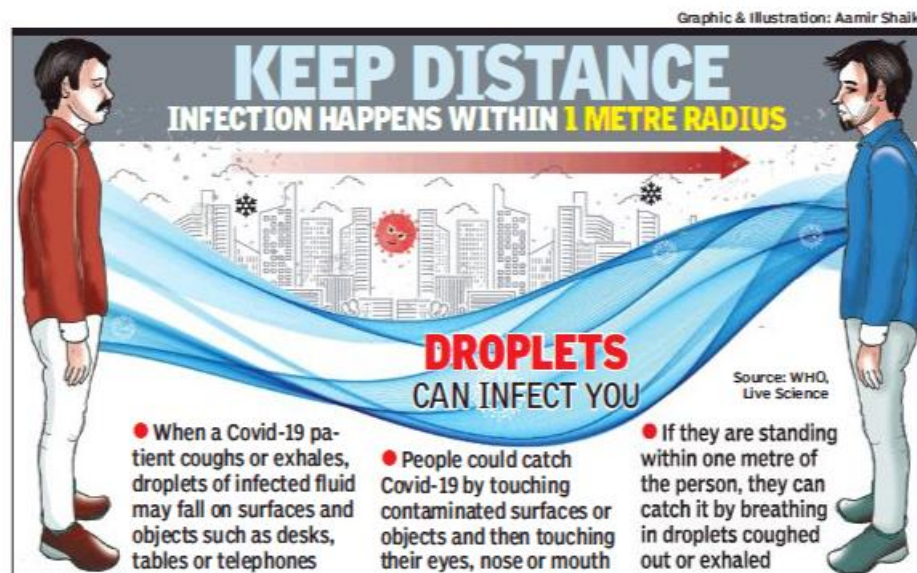


Figure 7: Keep Distance, March 15, Times of India

It tells that a droplet of infected person can infect others within one-meter distance. The visualization can be done very easily after viewing this Infographics. The shirt worn by the infected person is red as it symbolizes the danger. With the help of bullets, the various stages of infection have been described.

Knowledge and Content: The Infographics provided a lot of information that is necessary to prevent this virus spread. Only Infographics under sample study provided the knowledge of every aspect related to COVID-19. The Infographics published are divided into 9 Sub-Elements according to the knowledge and content provided.

Sr. No	Infographic providing Content on COVID-19	No of Infographics
1.	The meaning and concept	2
2.	The process of Hijacking the cell through coronavirus and its spread	3
3.	Symptoms of COVID	1
4.	Prevention and Caution	5
5.	Prevention for suspected person	5
6.	Myths/ misconceptions	2
7.	Advisory	26
8.	The rate of cases.	9
9.	Testing criteria and labs	5
	Total	58

Infographics Explaining the Meaning and Concept:

Only 2 out of a Total of 58 Infographics under study provide the information related to the meaning and definition of Corona virus and its difference from previous Epidemics such as MERS- CoV and SARS-CoV. The Infographics provided the detailed information starting from its origin. As per the Infographics, New China Strain SARS like Virus whose outbreak began in Dec, 2019 from Wuhan, China is technically termed as SARS-CoV-2. The main disease caused by virus has been named as COVID-19 (Corona Virus Disease 2019). It also tells that Corona virus is named after the crown like spikes that protrude from its surface.



Figure 8: Corona Dictionary, March 15, Dainik Bhaskar

Figure 8 tells that R-naught or R_0 is the disease basic reproductive number and R-naught for corona virus is still not found so far as the scientists have been trying to figure out R-naught. It seems to be a little bit higher than common flu however less than many other infectious diseases. All this information is presented in a very easy and understandable language. Even the medical terminology is used in such a way that common people can understand it.

It further described the average fatality rate of corona virus i.e. 3.4 percent for the people under 80 years of age. It also talked about Incubation period of virus i.e. 14 days. Even the concept of fomites is presented with the combination of pictures and words so that the message can be easily communicated to all sections of the society.



Figure 9: How to stop spread of viruses from objects, March 16, Times of India

After the title 'How to stop spread of viruses from objects', only the above Infographics is given. This graphic is not associated with any particular story, instead it has been presented in a manner which represents detailed description in itself. It explains the 'Concept of Fomites' with a lot of pictures and illustrations.

Infographics on the process of Hijacking the cell through Coronavirus and its spread: Only 3 Infographics detailed the process of Novel Corona virus spread. According to information provided by Infographics in the process of contamination of Corona virus. The virus enters the body through nose, mouth and eyes.

It also tells that virus inhaled attaches to the cells in the air which produces a protein called ACE-2. Virus infects the cells by fusing its membrane with the membrane of the body cells and releases a snippet of Genetic material called RNA. This RNA is read by the infected cells, starts making proteins that affect human immune system and thereby making new copies of virus. These new copies of virus are further carried to the outer edges of the cell. Each cell may release millions of copies of virus before it breaks down. The virus may infect multiple cells or end up in the form of droplets which escape our lungs. The process of Corona virus contamination includes many medical terms which are very confusing however, it is essential to provide this information to people. Infographics is the best medium as it represents the information with the help of pictures. It is also said that a picture speaks louder than words.

Infographics that provide the symptoms of COVID-19: Only one Infographic I.e. Figure 2 clearly indicates the symptoms of COVID-19. Based on the report published on 15th March' 2020 in Times of India under 'Symptoms for COVID-19', Sneezing is listed as NOT the symptom of COVID-19. Only if somebody has persistent fever, dry cough and shortness of breath; can be categorized as specific symptom for COVID-19. As mild headache, body pain, sore throat, fatigue and diarrhea may still be there.

Infographics on the Prevention and Caution: Ways and means to prevent oneself from getting infected with COVID-19, as published in 5 Infographics under study are Social Distancing (staying at home & keeping a safe distance of at least 3 feet from each other), Frequently washing hands properly with soap and water for at-least 20 seconds, drinking hot liquids including hot water, tea, coffee and soup etc., Regularly bathing and keeping a good personal hygiene.



Figure 10: Thodi Si Samajhdaari, Thodi Zimmedaari, March 19, Dainik Jagran

These precautions are published in both Hindi and English language newspapers with the signs for each precaution. The language used is very simple and to the point information is provided. In the end, suggestions for being tested have been mentioned in case one has persistent dry cough, fever and difficulty in breathing. The Infographics also provides the information about the symptoms as well as prevention of disease.

Infographics on the prevention for suspected person (Self Quarantine): The Infographics suggest that in case one has been closely in touch with virus infected patients, visited facilities where COVID-19

patients are being treated or have returned from the countries such as China, Japan, Italy, France, UK, USA etc. where the virus has already spread needs to self-quarantine themselves for a period of incubation of COVID-19 that is 14 days.



Figure 11: Advisory for home isolation, March 17, Hindustan Times

The ways suggested for the Isolation in the Infographics published in Hindustan Times dated 19th March' 2020&15thMarch' 2020 are: One Room Confinement, Single Person Contact, Keeping Safe Distance from Other Family Members including the Elderly, Pregnant Women and Children and Persons with Co-morbidities within the household, Disposing Masks, Wearing Linens clothes regularly and Ordering food without moving out of the confined room. If symptoms arise, all other family members to be self-quarantined and one must immediately call Government Help Lines so as to be taken to COVID-19 Care facilities for tests and subsequent treatments. The Infographics of self-quarantine is very attractive and appealing. Each detail related to self-quarantine is explained specifically.

Myths and Misconceptions around COVID-19: As the number of confirmed COVID-19 cases are increasing day by day, the myths/ rumors around Corona virus have been taking rounds. On 19th March' 2020, in a large sized Infographics published in HT titled "Busting Corona Virus Myths", Director of AIIMS, New Delhi, and Dr. Randeep Guleria has tried dispelling the following myths:

- As Use of surgical and N95 mask is a must to protect from COVID -19. According to WHO, wearing a surgical/N 95 mask by a healthy human is not a must however; wearing a mask may reduce chances of getting infected to as low as 50%.
- The myth is that COVID-19 is an airborne infection however can be termed as droplet infection which may spread through the liquid dispersed while cough and sneezing.
- Virus can survive forever is a myth whereas the fact is that on any metal surface the virus can be active up to 8 to 10 hours.
- Virus does not remain active in hot climate and that increase in temperature will kill the virus, the fact is that the infection has been taking place in tropical countries as well.
- Using sanitizer is as good as washing hands is also a myth while travelling when one does not have access to water and soaps, sanitizers maybe used. However, the preferred way to wash hands to kill the virus with soap and water even when sanitizer is being used.
- Exposure to sun/ drinking hot water regularly gargles help protect against the virus. As such there is no study to validate the above.
- Home remedies such as use of garlic, lemon, honey and cloves etc is just a myth. There is not any enough evidence to show that consumption of certain food type is useful to fight COVID-19.
- Alcohol consumption will help, also not true to WHO.

These myths and the reasons to burst these myths are briefly explained to aware the readers. Small symbols for sun, washing hands, metal and mask etc. are used to make the information attractive and understandable. The Myths and facts are published in both Hindi and English languages on 15th and 19th March because there were rumors among people about this novel virus as the cases were rising rapidly from 129 on 16th March to 169 on 18th March.



Figure 12: Fact Check, March 15, Dainik Bhaskar Figure 13: Busting Coronavirus myths, March 19, Hindustan Times

After viewing figure 13 it can be easily said that in Hindustan Times, each information related to Corona virus disease is displayed with the help of illustration and animated pictures while in Dainik Bhaskar no picture is used.

Infographics that are Advisory: About 26 Infographics with different words, pictures, and graphics presented the advisory messages or guidelines to put a check on the spread of COVID-19. Both 'Indian Government and World Health Organization' have issued specific advisory messages at different places such as workplace, airports, schools, hospitals and other public places. These guidelines are presented in the newspapers in an interesting/ appealing manner with Graphics and Words for everybody to understand and get the sense of the severity of the contamination of COVID-19. The guidelines have been set specifically to every place being at risk to get contamination such as Homes, Workplaces, Schools, Hospitals, Market Places, Places of Worship such as Temples, Gurudwaras, Mosques, Churches and others, Airports for dealing with foreign visitors and for people returning to India from foreign countries and other public places, etc.



Figure 14: Fact Check, March 15, Hindustan Times Figure 15: guidelines for schools, March 15, Times of India

Guidelines for people staying at Home: One must observe basic hygiene practices including periodic washing of hands with soap and water, keeping safe distance from elderly/old, pregnant ladies, children and people with pre-existing medical conditions or immune to infections, avoiding touching of door knobs, railings, switches and other objects/things that behave as fomites, regularly sterilizing the homes with disinfectants.

Guidelines for Hospitals: For hospital staff including Doctors, Nurses, Paramedical Staff, Pharmacists etc., ensuring the wearing of specific masks, keeping distance from patients of all kinds and wearing specific uniforms at all times when in hospital premises to ensure their safety. Regular cleaning and sterilization of the hospital premises at all times.

Guidelines for Airports: Thermal screening of all passengers made mandatory, anybody coming in to India from foreign countries to be quarantined for a minimum period of 14 days if found normal and in case of

any symptoms, to be isolated completely and provided with all medical help required.

Guidelines for Schools, Educational Institutes, Places of Worship: To be closed until further notice.

Guidelines for Market Places: In this event of unprecedented emergency, people have been advised to visit markets in case of emergencies for buying only the specific items such as groceries, medicines and other household utilities ensuring Social-Distancing.

Infographics on the Rate of Cases: Hindustan Times Published 4 Infographics on 15th, 16th, 18th and 19th March titled 'COVID-19 cases Cross 100', 'Tracking Corona Cases' and 'COVID-19 cases on The Rise' respectively. In these Infographics, state wise cases are displayed. The large sized colored Infographics published at page no 11 of HT on 18th March' 2020 also provide the information on what is Shut or Open in all the affected states. The Circle was used to describe the cases. The more the cases the larger the circle as in figure 16.

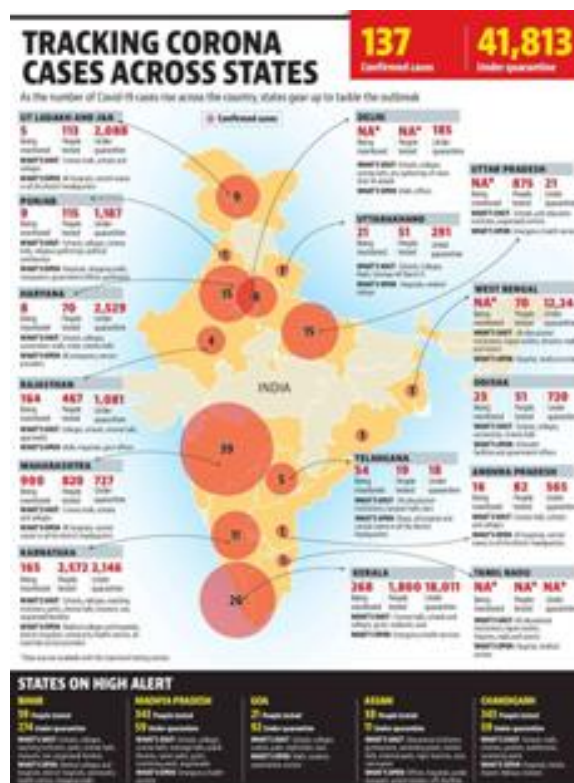


Figure 16: Tracking Corona Cases Across States, March 18, Hindustan Times

In an another Infographics published on 18th March' 2020 in Times of India, titled "Tracking the Virus in India" on Page No. 8, State wise confirmed cases of COVID-19 and primary cases detailed travel history with a lot of animated pictures and Bar graph itself speaks a lot. Though it was in black and white, yet it proves that information can be provided very easily and attractively even without colors.

Information on Testing Criteria and Labs: Infographics also provide the knowledge about testing criteria and labs. Approx. 8% i.e. 5 out of

58detailed this information. Indian Council of Medical Research (ICMR) labs testing centers for the disease at present are 72 and 49 more centers can be equipped very soon. It also provided that the test is not required for everyone but only for the person with travel history to COVID-19 affected countries or who have been in contact with anyone infected or health care workers.

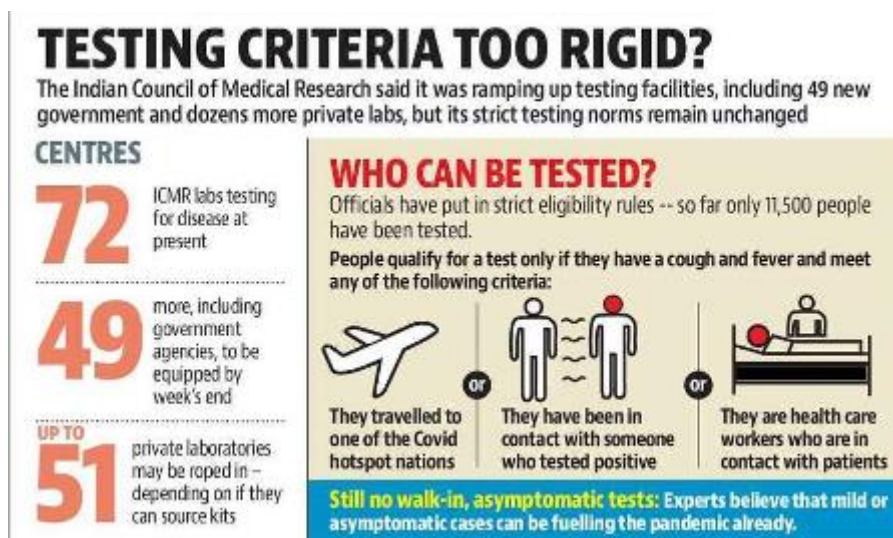


Figure 17: Testing criteria too rigid, March 18, Hindustan Times

The above figure shows that the symbols and colours used are very captivating and language is very conversational that is easily understandable.

CONCLUSION: Based on the analysis, it was found that different newspapers use different types of Infographics. 70% of the Infographics studied are from English National Dailies. 17% of these infographics appeared on 15th and about 24% on 19th March' 2020 respectively. This was mainly due to the fact that after COVID-19 was pronounced as a Pandemic by 'WHO' on 11th March and the rise in cases in India was observed for the next 2-3 days and then again a sharp spike was observed for another 2-3 days after 15th March' 2020 hence, the representation of Infographics in the said newspapers on 15th March' 2020 and 19th March' 2020 respectively.

It can be concluded that these Infographics effectively provided the detailed information, Content and Knowledge about all aspects related to COVID-19 including the Meaning, Process, Symptoms, Prevention, Myths, Advisories/Guidelines. The presentation is found to be effective and provides in depth study of the disease in consideration. These infographics conveyed the message at a glance with the help of useful symbols, standard signs, graphs, and color combinations. Through these Infographics, the reader can easily get all the information; rather than going through the whole passage/story.

This study suggests how Infographics can be used as a tool to provide information to the masses without even using a specific language which may be a barrier in communication otherwise.

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