

A Short Review on the Role of Social Media entities in Disaster Management System

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ABSTRACT

Several disciplines are investigating the effect on political climate and electoral structure by Social Media entities (SME's). In this study the whole network and model of this complicated network are discussed in detail. Its supremacy is due to the competitive pattern, as this paradigm gives the media an impulse to emotionally elicit listeners or audiences to create entertainment news. The issues that are often selected by SMEs, to be advertised. However, have a huge influence on democracy but rather than this insightful, the media tend to present more celebrity news, also preferring gossip, controversies and abuse.

Key words: Crisis, communication, disaster management, education, media.

1. INTRODUCTION

The piece of news that are ushing involves more celebrities than philosophies. Around the same moment, there is a lack of meaningful discussion and obvious public knowledge. This gives the impression that SMEs focuses mainly on the wrong topics, highlighting the scandalous concerns of multiple persons and their personal lives.

The media tends to focus more at personal lives of political leaders and avoiding/ignoring the effect of political decisions. This is considered more lucrative and self-sufficient for them [1-2]. Sometimes, it is also the case that the press

makes the public feel wary of them. Thus, the major challenges of the citizen's life and safety are overtaken and left ignored [3-4]. Though, they are immense in size through their exposure to hysteria dangers.

Many media raise revenue from promotional advertisements and sponsorships, such as books, newspapers and TV networks [5-9]. The aim of SMEs, however, is to fulfil the desires of their advertisers, which, of course, do not agree with those of readers and audiences [10]

The contribution of SMEs

By the public reporting, a sensitive condition can be exacerbated. Therefore, the media may apply

to a crucial scenario, triggering further episodes and portraying it so that, with sufficient shots, it is more reinforced in severity, in an exaggerated and sparkling manner. SMEs should, however, make a meaningful contribution to the crucial situation in the following ways:

- SMEs can promote educational material so that the public is aware of potential risks and can thus be able to cope with critical situations, [11].
- SMEs to warn the public that there is a threat of a critical event [12].
- SMEs to inform the organization about possible concerns and feelings of those interested in them. [12].
- SMEs to provide information to the public on critical situation managers and its evolution, as well as its management [13].

2. SOURCE OF INFORMATION

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.

The trends that SMEs have developed over recent decades are as follows:

- Fusion of newspapers, radio, television, telephone and internet in technological and economic terms. [14].
- There is a convergence between SME companies and fewer owners are

responsible for their management. The news emerges from shared channels as a result of this vertical and horizontal concentration of media enterprises.

- Media owners are multinational companies that may even have their headquarters abroad (globalization).
- No news and entertainment ads are distinguished, but they are unified (commercialization).
- More unsound and non-entertaining content are shown, with an intense choice of remarks and criticism about peoples' personal lives, ignoring sensitive topics and substantive debates (superficially).

The fact that the SME market has been liberalized has given rise to the patterns of the SMEs listed above. They are also selected because, financially, they compensate [15].

3. THE INFLUENCE OF SME'S

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

- There are a number of methods of defining and forming an event's image, such that it is picked to be displayed by the public. An example is news about the production of nuclear weapons or news about technical advances, military spending, each nation's security policies, military disarmament and radiation hazards (shaping)
- People's perception of things can be influenced by the media, notably through documentaries, through fiction and entertainment. Spiritually and politically, the repetition and domination of those motifs and pictures and philosophies

overwhelms the person. Even Reality shows and movies will make this possible. The effect of this is that the world really believes an incident is going on, so it really happens. The scenes of violence that are projected every day and year after year are an example, such that the perception that the world is violent in the minds of the audience and that it is a frequent occurrence of violence (theory of culture) [16]

- People's views will not be modified, but they have the potential to affirm the views people do have. Around the same time, it is considered that small and medium-sized businesses (SMEs) have a huge effect on topics that people have been totally unaware of media effects on emerging issues [14].

4. CRISIS MANAGEMENT BY SME'S

When there is any national/international level serious issue, it is reported by the mass media. When disaster response is prepared, there is not necessarily an emphasis on coordination and information management [17-18]. This is because the focus of Disaster Preparation and Training is on the handling of personnel and personnel [19]. This requires training of managers and staff of the agencies in their relationship with other people and their relationship with the media [20-21].

Successful communication management appears to be as critical as efficient crisis management is necessary. It is also relevant for the media, with the public's opinions being influenced according to the content of what they hear, see and learn about a case [22-24].

The SMEs even effects the small and medium-sized companies which are not commercially targeted at making financiers. Governments, religious and political organizations and private companies may be their financiers [15, 25]. SME companies also receive and protect the jobs of workers who work for SMEs.

In compliance with certain criteria to be fulfilled, the story to be shown by the media is picked and formed, which are:

- History is considered important new since its previous promotion
- The story is still considered as an important new one
- The story is about important people who will be its main protagonists
- History has negative effects and results.

5. CONCLUSION

The way they approach the critical situation of the media, it is important to include in education system

In the newspapers, themes are touched on with an entertaining narrative that the viewer finds intriguing. Human stories and disputes are used in these stories. The quick and painless safeguarding of history serves as long as it is based on a credible source, the success of publication.

Around the same time, the conflict is also attributed to crisis managers. Therefore, administrators should not pay specific attention to raising awareness about sensitive circumstances and incidents in the media.

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7. CONFLICT OF INTEREST

NA

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9. REFERENCES

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