

DISASTER COMMUNICATION, A RESOURCE KIT FOR MEDIA

This book aims to improve the South Asian media's coverage of disasters. It attempts to do this in two ways: first, by providing the media with a better understanding of disaster and their causes; second, by showing how to adopt a more progressive approach to gathering and presenting news that could stimulate more effective action by policy makers and the public.



The media has an important role to play in protecting people from disasters, by educating the public about risks and hazards, transmitting forecasts and warnings, and challenging policy makers and disaster managers to improve their performance. There has been a great deal of criticism of the media's treatment of disasters notably its focus on the consequences of disasters rather than its causes, and stereotype and erroneous portrayal of disaster-struck communities as passive victims.

As well as discussing these problems and related problems in some detail the book offers practical guidelines to reporters and editors on more intelligent approach to disaster news gathering and how media coverage can play a more socially responsible role in help to reduce disasters' impact. Several case studies also support the discussion.