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THE ROLE OF JOURNALISTS IN GENERAL PUBLIC DURING COVID-19 PANDEMIC: A CASE STUDY OF NKANGA LOCATION AT EASTERN CAPE

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ABSTRACT

During the challenge of COVID-19 pandemic journalists had a major role to play which was to collect and distribute the correct information to the citizen and government. Journalists were at the front line during the COVID-19 outbreak, ensuring that citizens get information despite the challenges of lockdown. This paper will examine the crucial role that is played by journalists during the COVID-19 pandemic. This research is using the qualitative research design with the purpose of gathering the understanding, opinions, attitudes, and experiences of people about the role of journalists during the COVID-19 pandemic. This paper utilised unstructured interviews for data collection in fifteen participants, through purposive sampling. It also adopted the case study design and thematic approach for data analysis. It has been exposed that, journalists are mediators between the government and citizens in terms of distributing the information. The findings indicate that media journalists were the important middlemen during the COVID-19 despite the danger of the pandemic.

Keywords: Journalists, COVID-19, information, Citizens.