

and Its Impact on the People of Malaysia

Rani Ann Balaraman Nur Atikah A Rahman Sharifah Nadiah Syed Mukhiar



First Printing 2024 © Rani Ann Balaraman, Nur Atikah A Rahman & Sharifah Nadiah Syed Mukhiar 2024

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the writers.

Published in Malaysia by Universiti Pendidikan Sultan Idris 35900 Tanjong Malim, Perak Darul Ridzuan, Malaysia Tel: 05-450 6000, Fax: 05-459 5169

Website: www.upsi.edu.my Email: penerbit@upsi.edu.my

Typesetting and Graphic by Pejabat Karang Mengarang (Penerbit UPSI) Universiti Pendidikan Sultan Idris 35900 Tanjong Malim, Perak Darul Ridzuan, Malaysia

Printed by Nur Niaga Sdn. Bhd. No. 55, Jalan 6/2, Taman Industri Selesa Jaya 43300 Seri Kembangan, Selangor Darul Ehsan



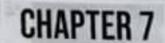
Cataloguing-in-Publication Data

Perpustakaan Negara Malaysia

A catalogue record for this book is available from the National Library of Malaysia

ISBN 978-629-495-002-3

| Chapter 5 | The Impact of COVID-19 on Political Communication: Quality of Democratic Discourse in Malaysia            |    |
|-----------|---|----|
|           | Thanaraj Murudi, Suriati Saad &<br>Bahiyah Omar   | 3. |
| Chapter 6 | The Impact of COVID-19 on<br>Environmental Sustainability in<br>Malaysia                                  |    |
|           | Karmilah Abdullah & Tan Poh Ling  | 43 |
| Chapter 7 | The Impact of COVID-19 on<br>Health Communication in<br>Malaysia  |    |
|           | Vimala Govindaraju  | 51 |
| Chapter 8 | Telerehabilitation for<br>Communication Disorders during<br>the COVID-19 Pandemic: Is it<br>here to stay? |    |
|           | Fatimah Hani Hassan, Puspa Maniam &<br>Mohd Fadzil Nor Rashid   | 61 |
| Chapter 9 | Public Health Communication<br>during COVID-19 Pandemic   |    |
|           | Nani Kurniasari, Sharifah Nadiah Syed<br>Mukhir & Suriati Saad  | 71 |



## The Impact of COVID 19 on Health Communication in Malaysia

Vimala Govindaraju

## INTRODUCTION

In January 2020, Malaysia encountered first COVID-19 and the crisis has been going on for almost two years now. The World Health Organization (WHO) declared the coronavirus disease 2019 (COVID-19) pandemic on 11 March 2020. Today, COVID-19 is being treated with caution as an "endemic" and the economy is slowly accelerating given the decline in numbers since August 2021. Communication that understands the audience and the driving forces behind their actions, as well as understandable, reliable, accessible, relevant, actionable and timely communication, impresses people with attitudes and actions. Health communication can facilitate the path of uncertainty and fear with realistic and well-thought-out strategies to promote and overcome people's fears and encourage them to face crisis situations. As a result of the COVID-19 pandemic, social restrictions and fears of health have changed behaviour and communication.

During the pandemic, government and health authorities recommended or ordered infection prevention and control measures such as social distance, face masks, travel restrictions, self-quarantine, quarantine, blockade, and vaccination. Health communication is clearly defined as a communication practice to promote healthy behaviour that saves the country and the general public from illness and pollution (Bulunmaz, 2019). It aims to empower and support the general public by providing important health information and reducing health