

FLATTENING THE CURVE OF CORONAVIRUS (COVID-19) USING COMMUNICATION APPROACH

Patrick Ukim Ineji & Bibiana Uguoma Ineji

*Research Scholar, Department of Mass Communication, Cross River University of Technology, Calabar, Cross River
State, Nigeria*

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ABSTRACT

At one time or the other, the world is confronted with one kind of global calamity or the other, thereby posing serious concern for mankind with the attendant ravaging implications for humanity to contain with. Unfortunately, society is caught napping with little or no resources in place to contain the ugly situation. The situation is worsen by the fact that most national budgets are barely adequate to carter for the basic essentials of her citizenry, let alone provide for emergencies to take care of diseases and natural disasters which are unanticipated.

KEYWORDS: Covid-19, Curve Flattening, Communication Approach