



Final Year Project Showcase Batch-2017 Year 2021

Department: Humanities Programme: English Linguistics		
1	Project Idea	Language use in Crisis Communication: An Analysis of COVID-19 Public Service Messages by Government Organizations
2	Process	<p>It was a research-driven process conducted with great detail and meaningful insights derived from authentic social media platforms of the government agencies and ministries of Pakistan and previous literature.</p> <p>The process was initiated when the researchers felt a connection between the global pandemic and varying communication styles adopted by government agencies and ministries. The researchers identified an explicit gap in the literature regarding the analysis of audiovisual public services messages (PSMs) by government agencies. Once the representative sample was collected, a thorough 6-level analysis was conducted to gain meaningful results.</p> <p>The process ended with concrete findings of the emerging pandemic-specific vocabulary and how the government communicated in times of COVID-19.</p>
3	Outcome	The outcome focused on how the Pakistani government communicated via audiovisual PSMs to inform the general public regarding the precautionary measures they should take to contain the spread of the virus and empathized with them at such a crucial time.
4	Evidence (Theoretical Basis)	--
5	Competitive Advantage or Unique Selling Proposition (Cost Reduction, Process improvement, Attainment of any SDG (Sustainable Development Goal), increase of market share or capturing new market or having superior performance over a competitor. In summary, any striking aspect of the project compels the industry to invest in FYP or purchase it. Some detailed description is required in terms of how, why when what. You can select one or more from the following dropdown and delete the rest of them). Please keep relevant options, delete the rest of them, and correct the sequence	
a	Attainment of any SDG (e.g. How it is achieved and why it is necessary for the region)	<p>The researchers aimed to achieve SDG 11 i.e. Sustainable Cities and Communities. The SDG calls to protect the cities and communities from natural disasters.</p> <p>The research puts forward an analysis of COVID-19 audiovisual PSMs to observe how language impacted the perspectives of the viewers which contributed to overall sustainability. It relies on the concern for the well-being of people existing within the Pakistani context during COVID-19, leaving no doubt that the research is focused on achieving SDG 11.</p>



b	Expanding of Market share (e.g. how it expand and what is the problem with the current market)	<p>The COVID-19 pandemic emerged as a global challenge. It was important to work on coping mechanisms to contain the spread of the market.</p> <p>As a result, crisis communication was initiated by the government agencies to spread awareness regarding the global crisis. This research can help the masses understand the emerging pandemic lexicons used by the government to raise awareness. The aim was to build safe and healthy communities.</p>
c	Capture New Market (e.g. Niche market or unaddressed segment)	<p>No segment is unaddressed as the message of the PSMs and this research is for every community member.</p> <p>The purpose is that they join hands to build healthy and safe communities using certain strategies to live by.</p>
d	Any Environmental Aspect (e.g. carbon reduction, energy-efficient, etc.)	<p>Due to the outbreak of Covid-19 number of people suffered from the virus. Due to this, hospitals generated a large amount of infectious and biological waste due to treating a large number of patients and disinfecting them.</p> <p>The spread of the virus could be tackled if people understood the underlying message of the PSMs. As a result, the generation of medical waste would decrease.</p>
e	Any Other Aspect	<p>The primary concern was to spread awareness and drive behavioural changes among the masses.</p>
6	Target Market (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service	<p>The message is for all the community members irrespective of their gender and occupation to join hands to contain the spread of the virus.</p>
7	Team Members (Names & Roll No.)	<p>Rehma Khan (EG-001) Maryam Nadeem (EG-003) Jawad Ali (EG-008)</p>
8	Supervisor Name	<p>Ms. Hina Mohammad Ali, Lecturer, Humanities Department</p>
9	Supervisor Email Address	<p>hinaali@neduet.edu.pk</p>
10	Pictures (If any)	<p>--</p>
11	Video (If any)	<p>--</p>