

# Investigating the aspects of healthcare journalists' instruction in the area of specialized needs under critical conditions with a focus on instructional need analysis

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## ABSTRACT

**Introduction:** educational need analysis is the turning point of every instructional activity aiming at the recognition and discovery of the skill, knowledge and discretionary deficits for the successful implementation of an occupation. Therefore, an opportunity can be provided for the individuals to be asked question as to what instructional materials do they think should be offered to improve their competencies. Since there is a need for controlling of the conditions upon the emergence of crisis and implementation of special managerial methods is required for the reduction of the stress, the information provision finds an importance twice as much higher in such conditions. According to the important role of the journalists in the psychological and intellectual management of the individual under critical conditions, the present study has been designed and implemented with the objective of investigating the aspects of healthcare journalists' instruction under critical conditions with an emphasis on educational need analysis. **Implementation Method:** the present study is a qualitative research that has been conducted based on an analytical method. The study makes use of semi-structured interviews to collect the required data. It was carried out in 2017. The study population included all healthcare journalists out of whom 14 were selected based on a purposive sampling as the study sample volume. The study participants were interviewed in person. Thirteen questions were designed with an open format and of three types; warm-up questions, including four demographic questions specific to the journalists' history; specifying questions were concentrated on crisis information and the clarifying questions were directed at journalism at critical conditions. To analyze the qualitative data obtained, there was made use of Atlas4 Software in such a way that a total of 22 preliminary codes were acquired from interview text analysis following which the contents of themes were determined in an investigation of each code in respect to the topics and subtopics. Three main themes were specified, including knowledge requirements of the instruction, attitudinal requirements of the instruction and skill requirements of the instruction and the specialized needs of the healthcare area were respectively identified in 4, 2 and 2 sets. **Findings:** the study findings indicated that the journalists' instructional needs are evident and investigable in three areas of knowledge, attitudes and skills within the specialized level of healthcare and crisis area. In the area of the knowledge requirements of the instruction, the enjoyment of the healthcare area knowledge, crisis and critical conditions recognition, recognition of diseases and epidemics, self-care and buddy-aid were identified as the instructional needs. In the area of attitudinal requirements of the instruction, correct and encouraging information provisioning and awareness of the limitations of relieving organizations were pinpointed; and, in the area of the skill requirements of the instruction, problem-analysis competency in the healthcare area and increasing the interaction and cooperation between the security-establishing organizations and outcomes management were pointed out as the most important. **Conclusion:** considering the fact that our country is situated in an accident-prone region of the world, instruction of the journalists in the specialized area of crisis should be taken into account more than ever before. This necessity is felt due to the extant sensitivities upon the occurrence of crisis and in the healthcare area for its being highly specialized. The first step of journalists' instruction, i.e. instructional need analysis, has been taken in the present study in three areas, namely knowledge, attitude and skill requirements of instruction, so that the extant needs of the healthcare journalists could be removed and they can be fully prepared to face crisis. It will be shown herein that how important these instructional needs are and how they can be accounted for within a codified instructional program.

**Keywords:** Instructional need analysis, journalists, healthcare area, information provision, crisis

## Introduction

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According to the extensive of the services provided by the healthcare centers and hospitals, one issue that can be a cause of the worriedness and anxiety of the people is the accountability of the service supply side. Thus, the application of a correct and efficient system responding to and informing the people is highly necessary. On the other hand, incorrect and inefficient information can be a threat to clarification, accountability and proper and timely provisioning of information by the supplier to the people <sup>[1]</sup>. On average, 200 million individuals are exposed to natural disasters every year worldwide and a mortality rate of about 65000 people has been reported resulting from them. The increase in the intensity and occurrence of the disasters causes heightening of the damage, mortality rates and economic costs <sup>[4-5]</sup>. In sum, there are 40 types of natural disasters in the world some 31 types of which have been reported for Iran. Iran is amongst the top ten disaster-prone countries of the world <sup>[2]</sup>. Contrary to its geographical and bioenvironmental advantages as well as its natural resources, this land is prone to risks that have to be confronted for a favorable life and although the risks cannot be eliminated, the risk-taking rate can be reduced <sup>[3]</sup>.

Providing the general public with information in the area of healthcare is the result of interaction and negotiation between the government, private sector and civil society <sup>[4]</sup>. Media can prevent the emergence of a great many of potential crises through public information provisioning and awareness enhancement and they can also monitor the crises in case of occurrence <sup>[5]</sup>.

Nowadays, the role of the journalists as a member of the media society and as a class influencing the codification, implementation and corporation of the policies has taken an ascending trend <sup>[4]</sup>. Furthermore, the journalists of the healthcare area are amongst the individuals who can be effective in the reduction of the disasters. If these individuals are well-taught in this regard, they might be able to prevent many of the financial and life losses. The results of the research on the specialized press forces and journalists' instruction in Iran are indicative of the idea that instruction is one of the major challenges of the country's press.

The press is poor both in terms of the specialized human workforce and instructional materials. Today, considering the role and function of the press in the world and especially in regard of what is expected from them, they are envisioned as the most important pillars of the civil society <sup>[6]</sup>.

The investigations indicate that staff instruction leads to the

three-year investigation in Singapore has shown that 17% of the business and industrial companies of the country are bankrupt while it has been below 1% in the countries that have run staff instruction programs. Instruction has always been a reliable instrument in line with the improvement of the performance quality and problem-solving of the management. The reasons for the importance of education and instruction are: the increasing acceleration of the human sciences in all of the grounds, daily increasing technological advance, organizational complication due to the machination, job change or dislocation, human relations and problems of human promotion and success, modification of job performance, productivity, specialized and professional needs of human forces and so forth <sup>[7]</sup>. Therefore, the role of instruction to this class can be very important and prevent from the emergence of more damages. The instructional need analysis as the first step in instruction process is also envisaged as its most important stage because the entire instruction process depends on the correct and effective performing of this stage <sup>[8]</sup>. It is via instructing the journalists as colleagues of the healthcare system that considerable roles can be played in adding to the knowledge and awareness of the people. Thus, abundant importance has to be given to the upbringing and instruction of the journalists in the healthcare area. Healthcare journalists can play a particular role in the exchange of the healthcare knowledge in line with the enhancement of the healthcare and familiarization with the healthcare system <sup>[9]</sup>.

In a study called "need analysis of the instruction courses required and suggested for the creation of entrepreneurship and job-finding for the university students and educated individuals from the medical sciences universities in the south of the country", Quary et al announced their finding as follows: "the educational needs of the university students and educated individuals are not in proportion to the job market and this is an important issue requiring a higher level of attention to be paid by the officials to the offering of supplementary instructions <sup>[10]</sup>. In another study named "the investigation of the instructional needs of the staff from Shiraz's medical sciences university in line with offering an appropriate instructional pattern and improvement of the human resources", Zandi et al came to the conclusion that there is a significant difference between the skills and attitudes of the staff and the required qualitative changes can be provided through holding appropriate instructional courses <sup>[11]</sup>. In a study titles "need analysis for devising an auxiliary program for the staff working in Kalafong Hospital" Effie et al conducted investigations to determine the needs of the foresaid program as a way of contributing to the staff encountered with personal problems or other issues related to work environment. The results of the study indicated that there is a need for an instructional program to help the staff <sup>[12]</sup>.

Therefore, since the functions of the professional media are suspended over the instruction and fostering of professional and specialized journalists so that they can become capable of accomplishing their necessary duty, to wit the offering of information required by the people, sympathy with them,

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preservation of continuity and persistence of the organization. A

offering the history and reporting the events in a very optimal manner, therefore, up-to-date, alternative and continuous instruction is deemed necessary for providing authentic information upon the emergence of the disasters through taking into account the psychological and social health, preservation of comfort and even information-provisioning in the area of healthcare. The process of systematic and programmed instruction plays a very important role in helping the improvement of the competencies and supply of the qualitative objectives thereof. In sum, the combination and application of the study findings should be undertaken through the complex system of communication in the healthcare area so that the required outputs could be observed. Thus, the present study has been designed and conducted under the title of "the investigation of aspects of healthcare journalists' instruction under critical conditions with concentration on the instructional need analysis and it has been endeavored to take the first step parallel to the instruction of the journalists for the creation of the required competencies.

### **Study Method:**

The present study is a qualitative research of the analytical type that has been conducted in the form of semi-structured interview in 2017. The study population included the healthcare area journalists out of whom 14 were selected based on a purposive sampling method and were interviewed in person. The interviews were carried out based on questions prepared via a focus group comprised of the public relations managers of medical sciences universities, emergency unit manager, advising professors, university students and healthcare journalists from healthcare area. The validity of the questions was confirmed. The questions were proposed within the format of open questions reaching in number to 13 questions composed of three types, warm-up questions, specifying questions and clarifying questions. The warm-up questions included four demographic questions and were specific to journalists' history; the clarifying questions were concentrated on the crisis information and the specifying questions were focused on crisis conditions. The face and content validity of the interview questions were confirmed and the scales and criteria posited by Linken and Goba (1985) were utilized for the verification of the credibility and reliability of the questions. Also, the notions of the experts and supervising professors were inquired to turn the questions into codes and they were eventually prepared following a final investigation and edition.

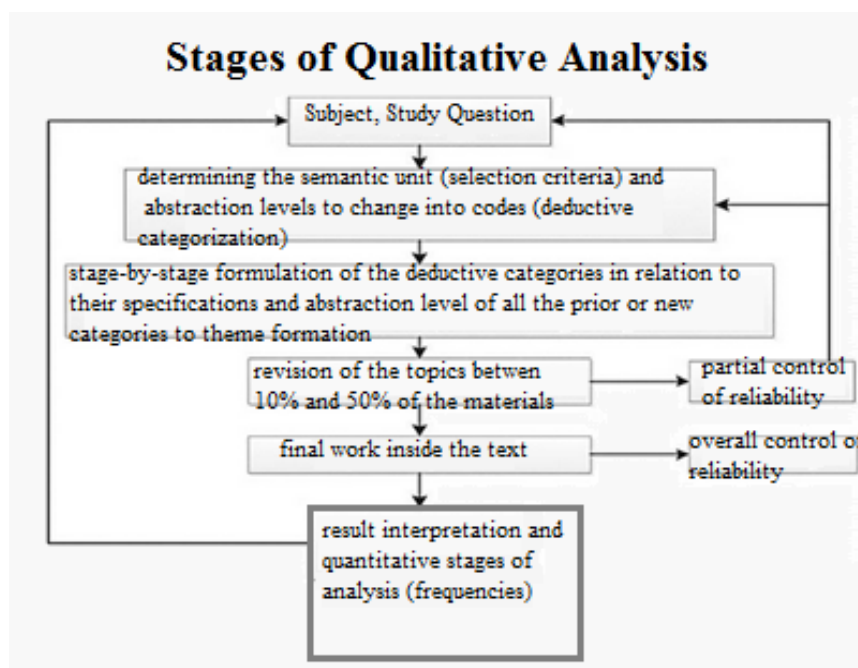
The interviews were carried out in person and face-to-face with a single person for a 30-minute time period. The interviews' utterances were recorded based on a prior consent letter received from them and notes were also taken during the interviews. Since interviews had been previously performed in a pilot study with four individuals, the demographic questions were asked so as not to bar responding to the specifying questions and in case that a question was found having an ambiguous answer, more specific questions were followed to make the answer more clear-cut and vivid. If the interviewee refrained from answering a question during the interviews, a blank space was left for the question's answer and the interviewees were not eagerly asked to provide answers. After the finalization of the interviewees' answers and in order to adhere to the ethical principles, they were sent to them in written form so that they could confirm, correct or reject them and all of the interviewees confirmed all their answers. The interview process and information collection lasted 30 days in total.

Also, Atlas4 Software was employed to analyze the qualitative data obtained from the interview in such a manner that a total of 22 preliminary codes were acquired from the interview texts' analysis. The examination of each code in regard of the topics and subtopics led to the attainment of themes following which their corresponding general and specialized classes were determined.

In the end, the qualitative results were arranged in three parts in such a way that the lateral results of the study concerning the challenges existent in the area of healthcare journalism were firstly reported and, in fact, these results signaled the gap between the current and ideal statuses hence they were envisaged appropriate as an introduction regarding the main results and then the main results incorporating the instructional needs of the healthcare journalists were obtained and, eventually, the suggestions inferred from the interview analysis were presented based on the interviewees' ideas.

In sum, based on the diagrams pertinent to the qualitative study, the basic units were seminally determined according to the question subjects and study goals following which every topic was transformed into a formula and the materials were revised to finally extract the corresponding themes as the final product of the work.

### **Stages of the qualitative analysis**



### Findings:

Demographic characteristics of the study sample volume

**Table 1:**

Demographic index	Frequency	Frequency		Total frequency
		Frequency	Percentage	
Gender	Male	5	36%	14
	Female	9	64%	
Age	25-30	8	57%	14
	35-50	6	43%	
	Below 5	3	21%	
Years of journalism	Between 5 and 10	7	50%	14
	Above 10	4	29%	
	Below 2	8	57%	
Years of journalism in healthcare area	Between 2 and 5	5	36%	14
	Above 5	1	7%	
	Below 2	8	57%	

Based on the study findings, 64% of the journalists were female and 36% were male. 57% of the interviewees were in an age range from 20 to 35 and 43% of them were in an age range between 35 and 50 and no journalist below 20 and above 50 years of age participated in the present study. The 20 to 30 age range was found with the highest frequency. The journalism history below 5 years was found with a frequency of 21%; the journalism history between 5 and 10 years was reported with a 50% frequency rate and the journalism history above ten years was found with a frequency rate equal to 29%. Also, the history of journalism in healthcare area below 2 years was found with a frequency equal to 57% and the journalism history in healthcare area between 2 and 5 years was scored with a frequency rate of 36% and the journalism history in healthcare area above 5 years was found with a frequency rate equal to 1%.

The results of the specialized instruction need analysis in the healthcare/crisis area based on knowledge, attitude and skill requirements- interview analysis

**Table 2:**

Themes	Specialized needs of healthcare/crisis area	An example from the interview	Study findings
Knowledge requirements of instruction	Enjoyment of knowledge in the healthcare area	"I think all the healthcare areas need instruction so that the productivity of informing and instructing the people can be enhanced through media. If a journalist is familiar with healthcare knowledge, s/he can not only help oneself but s/he can also help others upon the emergence of crisis" (Journalist Code 1)	- The necessity for learning specialized topics in the area of healthcare progress in the science, especially in the healthcare domain
	Recognition of crisis and critical conditions	With the progress in science, especially in healthcare area, new teachings will come about for sure and the individuals' needs to learning skills and acquiring knowledge is always existing" (Journalist Code 14). "methods of informing the people, familiarization with crisis prevention and confrontation in case of occurrence, having knowledge about the type of the accident and infirming methods for increasing the people's resilience are amongst the essential needs of the journalists that can be actualized by means of the media knowledge of the journalist" (Journalist Code 6)	- Constant updating of the information and specialization of the area  - Familiarization with crisis prevention and confrontation methods  - Familiarization with information provision methods  - Organization of the information provision in crisis management domain
		"Information provision"	

Attitudinal Requirements of the Instruction	<p>should be organized in our country in the crisis domain" (Journalist Code 1)</p>				
	<p>Recognition of diseases and epidemics</p>	<p>"In my idea, besides short-term instructions of the healthcare area journalists, there is a necessity of designing the curriculum of "healthcare journalism" wherein the students can, besides familiarization with the principles of journalism and reporting, learn about the principles and knowledge of healthcare and diseases as well as the healthcare systems" (Journalist Code 9)</p> <p>"The idea that what professional media behavior can a journalist exhibit upon the emergence of an epidemiological disease that enters in the form of an epidemic is a specialized skill of the healthcare area journalists" (Journalist Code 1)</p>	<p>- The creation of the curriculum "healthcare journalism" with the objective of instructing the principles and knowledge of healthcare and diseases as well as healthcare systems</p> <p>- Study of professional behaviors upon the emergence of an epidemic disease</p>	<p>Awareness of the limitations of the relief organizations</p>	<p>"At the time of crisis, restricting the communication ways to a single person or a specific relief or military or other institutions and coercing the journalists to acquire all the information thereof is not right because it makes even this limit of information provision more restricted. Thus, the journalist can make efforts in line with overcoming the extant limitations of information gathering with his or her knowledge, attitudinal and skill competencies. So, the reception of instruction can be very effective, especially under critical conditions and the instructional requirements are felt more due to the peak of the forces' engagement in doing assigned tasks" (Journalist Code 9)</p> <p>"There are not many journalists who can study a protocol in the healthcare area and have the analysis faculty of the issue so as to be able to investigate it. But, the weakness is much more evident due to the absence of skill instruction in the healthcare area. Even speaking about a small discussion in this regard can be very influential" (Journalist Code 1).</p>
	<p>Self-care and buddy-aid</p>	<p>"If a journalist is familiar with healthcare knowledge, s/he can not only help himself upon the emergence of crisis but s/he can also help the others" (Journalist Code 1)</p> <p>"in the treatment area, the media should be instructed as information leaders so that they can reflect it to the people as to what intervention every individual can perform to help oneself and others and, in sum, how an individual can manage his or her conditions" (Journalist Code 5)</p>	<p>- Instructing the media journalists as the information leaders parallel to critical conditions management</p> <p>- Instructing first aid for the enhancement of the people's capabilities via media</p>	<p>The power of problem analysis in the area of healthcare</p>	<p>- Proper recognition of the information resources</p> <p>- Recognition of the involved organizations and responding organizations</p> <p>- Having the specialized skill and knowledge in the healthcare area according to the constant updating of information in this area</p> <p>- The faculty of problem analysis in healthcare area</p>
	<p>Proper and encouraging information provision</p>	<p>"In the news, inducement of satisfaction and hope should be presented along with honesty so that the trust of the audience could be won" (Journalist Code 14)</p> <p>"Crisis and media and the relationship between the two are like a double-sided sword because they can be both risky and relieving: risky in that the promulgation of the incorrect or exaggerated information about the crisis can distress the people and harden the management and relieving in that the correct understanding of the crisis can provide for proper management thereof" (Journalist Code</p>	<p>- Creation of satisfaction and hope alongside with honesty for winning the audience trust</p> <p>- Precise information provision via recognizing the governing atmosphere</p>	<p>Increasing the interaction and cooperation between the organizations establishing security and managing the outcomes</p>	<p>"In the area of information provision in crisis management, two attributes find more importance and they are speed and authenticity of the news. Besides them, the relationship between the officials and the media is also very important. Of course, the officials and the media should have more interaction upon the emergence of crisis and provide the information according to the smallness or largeness of the crisis in a guided manner so that it could lead to cooling down of the atmosphere" (Journalist Code 10)</p> <p>- Contribution to the increase of the interaction and coordination between sectors</p>

The majority of the participants asserted that they need a large deal of continuous instruction in regard of the information

provision at crisis time the most substantial reason for which has been declared to be the empirical nature of their own knowledge as well as their not having passed the required instructions. Furthermore, the interview analysis indicated that the majority of the participants declare that their healthcare literacy is in an intermediate to low level and it is not appropriate and acceptable. They pinpointed the followings as the reasons for their low levels of knowledge in healthcare:

- The activities of some individuals under the title of journalist but with no general knowledge in media and journalism
- The entry of the journalists with minimum general knowledge into the healthcare area
- Lack of instruction to the journalists in the healthcare information provision
- The journalists' lack of continuous work in one area
- Lack of performing specialized studies in the healthcare area by the journalists
- Performing the least study and analysis tasks by them in the healthcare area

## Discussions:

### B) Instructional Needs of the Journalists in the Healthcare Area Regarding Crisis Information Provisioning:

According to the fact that our country is situated in an accident-prone region of the world, there is a need for paying attention to the journalists' instruction in the specialized healthcare area more than ever before. Therefore, it is necessary for the journalists to prepare for acquiring the required skills in regard of information provision at crisis times. Based on the findings of the present study, journalism profession is an effective tool and lever for elevating the society's awareness hence educating and instructing skillful journalists are of great importance. The instructional need analysis performed herein finds three areas of knowledge, attitude and skill effective in achieving such an important goal.

#### 1) Knowledge Requirements of Instruction:

Journalism profession is seen by people as one of the easy jobs with high income and excitement. Even the educated individuals with social positions think of it as a simple occupation but the truth can only be discerned by the individuals who are active in this profession and are directly and indirectly in touch with the journalists and media work. In case of the absence of sufficient instruction in proportion to the need levels and considering the updating of the sciences alongside with the shift in media deployment, the people's access and the enhancement of the audience media literacy level, the yesterday's specialized journalists are considered as today's general journalists and cannot have much of a maneuver power. Thus, meanwhile learning the specialized knowledge, the journalists should have a minimum information and skill in all of the areas so as to be accountable to the needs of various over-

expecting audiences with a high level of access and media literacy and compete with their rivals in practice and in their professional performing of their tasks.

In sum, the following cases have been stated as the knowledge and instruction needs of the journalists.

#### - **Enjoyment of Healthcare Area Knowledge:**

It was made clear in the course of the interview analysis that the journalists need instruction in preliminary and advanced levels in the area of information provision at crisis time. The majority of the participants announced that they need a large deal of continuous instruction in regard of information provision at crisis time for such a substantial reason as the empirical nature of their own knowledge as well as their not having received the required instructions. Another reason obtained in the present study is the journalists' perfect recognition of crisis in line with media management under critical conditions. So, the necessity for journalists' instruction in this regard is felt in a more accentuated manner.

#### - **The Recognition of Crisis and Critical Conditions:**

Findings' analysis in this regard demonstrates that the methods of informing the people, familiarization with prevention methods and confrontation with crisis, in case of emergence, information on the type of accident and the methods of informing the people for enhancing their resiliency are amongst the most essential instruction needs of the journalists and this can be actualized via elevating the journalists' media knowledge. Enhancing the awareness in the area of disasters should be carried out before occurrence so that the society members could have been well-prepared in emergence time; in addition, the information pertaining to the safe spots and the necessary remarks should also be provided upon the emergence of a crisis of a type. Of course, the issue becomes more exacerbated at crisis time because many of the infrastructures would be destroyed when crisis happens. Therefore, the journalists should be capable of augmenting the awareness regarding the crisis.

#### - **Recognition of the Diseases and Epidemics:**

The analyses signify in sum that besides short-term instruction of the healthcare area journalists, it is necessary to design a "healthcare journalism" curriculum in which the students, plus getting familiar with the principles of journalism and reporting, become acquainted with the principles and acquire knowledge of healthcare and diseases as well as healthcare systems. The idea that what media-related professional behavior a journalist can exhibit at the time of the outbreak of a disease entering in the form of an epidemic disease is one of the specialized skills of the healthcare area journalists. Hence, familiarization with the diseases and epidemics is amongst the issues required for the instruction of the journalists.

#### - **Self-Care and Buddy-Aid:**

The prerequisite to self-care and buddy-aid is having specialized knowledge. Instruction of the first aid to the people is important when encountering natural accidents. In other

words, the media can inform and instruct the people about capability enhancement through media.

## 2) Attitudinal Instruction Requirements:

The media is present in the society upon the emergence of crisis and they can provide for the illumination of the minds and dismiss the rumors through receiving information from the managers and supplying the people with information in a balanced and proper manner. In the meanwhile, the journalist is well aware of the atmosphere governing the society and acts in adherence to the knowledge of audience and professional commitment. Therefore, paying attention to the enhancement of the journalists' attitudes parallel to the recognition of the atmosphere governing the society has always been existent. Thus, the media can be applied, on the one hand, for the removal of the crisis as well as for serving the creation and generation of crisis, on the other hand. As an effective supervisory and social control instrument, media should deal with the monitoring and discovery of the hidden crises before, during and after the emergence of the crisis and be engaged in provisioning of information, enhancing of the awareness and offering of the required instruction to the people via gaining a professional recognition in the corresponding area in line with prevention of the emergence or expansion of the crises. Thus, the followings are two sub-branches of this class:

### - Proper and Encouraging Information Provision:

The analysis of the findings suggests that the general rule in discussions on transparent and encouraging information provision is that the media should tell nothing but the truth and the truth cannot be always told because many of the incidents occurring during the first days might be accepted by a society featuring normal conditions but they might not be tolerated by a society in crisis state. Moreover, the rumors and incorrect information in regard of crisis management can cause the creation of a new crisis or intensify the outcomes and damages resulting from the past crises. It even can influence the relief efforts and the help-seekers. In between, the presence of analysts who criticize the damage management away from any bias and partiality in a correct and fair manner based on the day's knowledge can be very fruitful. Such a criticism should be scientific and take into account the performance of the organizations involved in crisis management. In offering such a criticism, it is occasionally not necessary to present the obtained work paper to be wholly presented to the general public during the crisis. The report can in some cases be offered after the crisis or even after rehabilitation period. On the other hand, the report is not intended to remain silent in regard of the problems arising in the relief process and accident management course rather the problem can be overcome via on-time delivery of the crisis management and a detailed and substantiated report regarding the possible defaults can be subsequently provided to the society. In sum, by exclusiveness of the information does not mean that they should be only offered to the managers rather the media, as well, is present in the society and it causes illumination of the minds and dismisses the rumors through

balanced offering of the information. In the meantime, it knows the atmosphere governing the society very well and acts based on the study of the audience and professional commitment. The prerequisite for such an accomplishment of the task is correct instruction of the journalists. Such a way of treatment causes building of trust amongst the people. Therefore, the media plays a significant role in providing information on crisis but one should note that the sole transmitting of the news without considering the public thoughts can be accompanied by detrimental effects. The first thing in an emergence of a crisis is that the audience becomes thirsty for news and awareness. Thus, the media should exercise precise information provision and, of course, along with recommending the preservation of peacefulness by the people. So, media should try during a crisis of a type too publish the most appropriate news based on the governing conditions' exigencies. In doing so, every journalist adopts an angle and an area. So, the journalist should be careful not to indulge in emotions and be capable of transferring whatever is happening or is about to happen to the people.

### - Awareness of the Relief Organization's Limitations:

Due to the existent sensitivity and the general public's involvement, the information provision at the crisis time necessitates being characterized by discretion and special attitudes of the individuals effective on the conditions parallel to calming the people down. Thus, acquiring instruction for widening the attitudes of these individuals is very important. With his power of knowledge, attitude, skill and search and in line with the resolution of the extant limitations of information acquisition, the journalist tries acquiring information hence receiving instruction can be very effective. The instruction requirement is specially felt in healthcare area under critical conditions and considering the extant limitations due to the peak of the workforce's preoccupations. The people, the harmed and the ones in other spots, need access to the news at crisis time more than any other time. Providing help and seeking for help are amongst the most important news and it is the art of the media to be able to restore the atmosphere to a relaxation state alongside with the other relief organizations via correct perception of the turbulent space at the crisis time as well as by publication and reflection of authentic news. Furthermore, the media can win the people's trust through releasing appropriate documents of the accident scene.

### 3) Skill Requirements of the Instruction:

Media possesses various capacities and formats for the production and publication of the news which is thought of as the primary and the most desirable capacity and product of the media, including radio and television and they play a very essential role in crisis management in its different stages.

In fact, it is the journalists who can satisfy the audience's information needs, particularly under critical and sensitive conditions, through taking advantage of their skills, including the power of assessing the authenticity of the news sources, the ability of transferring the concepts in written form and dealing with audience needs aiming at enhancement of the individual's

awareness, speed in news transfer, the ability of time management, the ability of procuring news photos, the ability of pursuing and reflecting the news in the national and international media, the ability of fighting with the rumors, the ability of prioritizing the news titles under sensitive crisis conditions, writing the news in shorthand.

Also, news management becomes very important in such occasions because improper management can make the situation more complicated and more turbulent. Therefore, in sum, two classes, explained below, have been realized as the skill requirements of the journalists.

- **The Power of Analyzing the Healthcare Issues:**

Findings are indicative of the idea that having specialized skill and knowledge in the healthcare area is a qualification value of the journalist working in the healthcare area due to the recognition of the conditions, its more accentuated influence thereon and its contribution to the reduction of tension. The shortage of knowledge in the individuals in this regard can be accompanied by adverse effects due to the inevitability of the offering of the healthcare and treatment services at crisis time. The findings are also reflective of the idea that there are not many journalists who can study a protocol in the healthcare area and be capable of analyzing it and the weakness is very much evident in the healthcare area due to the absence of skill-centered instructions.

In sum, based on the findings, it is the journalists who can meet the audience's needs to awareness, especially under critical conditions of crisis, via their skills, including their power of assessing the authenticity of the news sources, the ability of transferring the concepts in written form and dealing with the audience's needs with the objective of augmenting the individual's information, speed of action in transmitting the news, the ability of time management, the ability of procuring news photos, the ability of pursuing and reflecting news subjects in national and international media, the ability of fighting the rumors, the ability of prioritizing the news headlines in sensitive conditions of crisis, shorthand writing of the news and others of the kind. In fact, one of the needs of the today's media society in our country is the specialization of the journalists in various areas and the journalists should be equipped and specialized in substantiation and promulgation of correct news of the crises. Thus, according to the role of media in crisis management and information provision in regard of accident and crisis management, it can be stated that the crises cannot be properly and easily managed and controlled without media. Dealing with the issue is amongst the important topics for its crucial and complicate nature that the involved and corresponding organizations in the crisis management affairs should, meanwhile providing the editors and journalists of the mass media with the basic skill-based instructions alongside with specialized instructions, take measures in line with the creation of specialized courses in the universities and establishment of special departments and faculties, supply of scientific and research centers, holding of specialized conferences,

implementation of instructional workshops and performing of various kinds of maneuvers and exercises, preparation and codification of instructional books and instructional aids, specialized journals, public journals and preparation of films and others of the kind.

- **Increasing the Interaction and Cooperation between Security Establishing and Outcome Management Organizations:**

Every accident and crisis is the test locus and touchstone of the organizations involved in crisis management. If the media performance evaluation in crisis is intended, it has to be investigated from various perspectives. An instrument named media is also needed for crisis management wherever a crisis exists but the proctors of crisis should come to well recognize the instrument and make best use thereof and the media itself should properly perform its duties and functions otherwise the media itself will be inflicted with crisis. Upon the occurrence of crisis, one should exercise more care and contribute to the improvement of the situation. At crisis time, there would be not time for designing a new system and the best method is being honest and prepared for providing responses. The prerequisite of such accountability is having knowledge, awareness and readiness in a timely manner.

In regard of the unexpected events' management, the instructions should be planned and offered in assistance with the instructional centers like schools and universities, research and study centers, media, instructional centers of private sector and the other corresponding institutions in two parts of the instructions required by the general public and specialized instructions for the executors. Of course, the implementation of the best instructions entails the creation of specialized courses in the universities and founding of special faculties and departments, supply of scientific and research centers, holding of specialized conferences, implementation of instructional workshops and performing of various kinds of maneuvers and exercises, preparation and codification of instructional books and instruction aids, specialized journals, public and general journals, preparation of films and other things of the like.

In sum, based on the study findings and comparison with the other researches existent in this regard, the necessity of instruction is always felt. For example, in a study by Santana (1998), as well, a controlled instructional program was assessed for the physicians and nurses. He found out that a considerable improvement has been brought about in the awareness, attitudes and performance of the staff following instruction<sup>[13]</sup>. In the present study, as well, the use of instructional methods was found effective for the enhancement of the knowledge, attitude and skill. Additionally, in another study, Nowruzi et al (2011) investigated the role of media before and after the occurrence of a crisis<sup>[14]</sup>. Nowruzi's study results are consistent with what was obtained herein and both of them realized that awareness improvement and instruction of the individuals for confrontation with crisis is important. In the study by Roshandel Arbatani and Salavatiyan (2010), a model of the collective media role in the management of the pre-crisis stage

was designed and emphasis was made on the media's ability in controlling the crisis. Moreover, the study pointed to the role of the collective media as the most powerful instrument of public thoughts' control in the pre-crisis management stage. The findings of this study are in compliance with what has also been found herein in such a way that both of them indicated that media can play a considerable role in the management of the public thoughts <sup>[5]</sup>. The study by Hughes (1990), as well, indicated that having continuous instruction program, in spite of the spending of financial and workforce sources, is effective in the enhancement of the abilities and improvement of the performance <sup>[15]</sup>. This latter finding also conforms to what has been obtained herein indicating the increase of productivity via instruction.

In addition, in another study under the title of "instruction need analysis of the instruction service staff in state universities and higher education centers of Tehran", the researcher investigated 13 state universities in regard of the instruction needs of the service staff in three areas of professional knowledge and information, professional power and skill and staff attitudes and perspectives. The study provides suggestions concerning the establishment of need analysis research centers in the universities for designing, implementing and evaluation of the staff instruction <sup>[16]</sup>. Therefore, according to the role and function of the press in the today's world and, especially, considering the expectations of Iran's press as one of the most important pillars of the civil society, the journalists' instruction should be taken serious and proper and appropriate investments should be made to set the grounds for the development and enhancement of the journalists' skills and knowledge. In doing so, the holding of instructional courses in proportion to the instruction needs should also be taken into account as one of the main axes.

In sum, the analysis of the present study's findings indicated that the authenticity and quality of the media information and cooperation with the organizations playing a part in the crisis management as well as instruction of the journalists are important topics that have to be taken serious and a lot of emphasis was made on them in the interviews performed herein. The journalists should enjoy intellectual or psychological management parallel to proper provisioning of the information. This is the art of a journalist and media not to fall into the traps of the pseudo-news and they have to exercise care so as to acquire confirmation for the received news from the relevant news sources. They also have to note that the news should cause the enhancement of the society's awareness as well as the public thoughts' consciousness and preparation in respect to an accident and they should not intensify the worries and distress of the society.

## Conclusion:

According to the role of the media in crisis management and information provision, it can be stated that the crises cannot be correctly and easily managed and controlled without them.

Although there are many researches regarding instruction, the studies related to critical conditions and, especially, the ones on the journalists' class as one of the important and influential elements at the emergency times are very scarce in such a manner that the area is faced with scarcity of knowledge and applied researches. But, generally and based on the findings of the present study and the other limited studies, the necessity of instructing the staff is always felt, particularly instruction of the journalists regarding crisis with a focus on the healthcare area which is more accentuated considering the sensitivity and specialty thereof. Therefore, the study participants posited the followings as the methods of offering instruction and all of them can be effective on the empowerment of the journalists:

Codification and designing of instructional brochures and pamphlets, holding of special theoretical and actual instructional workshops, participation in the roundtable maneuvers on information provision at crisis time, taking part in field and operational maneuvers in the position of crisis journalists, creation of specialized courses in universities as crisis journalists, launching of information provision modules at crisis time, providing the chance of joining scientific and research centers on accidents and disasters, implementation of instructional workshops and performing maneuvers and exercises, production and promulgation of specialized and general journals, preparation and codification of instructional books.

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