James is a young boy who lives in Florida. One day while he’s out playing, dark clouds began to roll into view and a strong wind pushed his hair back. The clouds came closer, they started to twist and moan, lunging forward like bulbous limbs pulling themselves across the sky. The wind suddenly launches itself into a gale, forcing James backward. His mother emerged from his house to urge him inside, panickingly bringing James into the basement with the rest of the family. Above them, the wind barrels through, sounding like a train passing by just overhead. They wander from the hole, blinking into the light, seeing only debris and an empty field of grass where their home once stood. James was a victim of “Hurricane Sandy”. James lost almost everything to a hurricane, and him and his family will struggle for years to come. That is until the almost immediate response of support teams. They are flooded with donations of money, food, clothes, toys, all coming from totally unknown strangers. This is because hundreds to thousands decided to watch the news that week. Hearing about the troubles that plagued James’s family, these people give what they can to help, help that otherwise would have most likely never come. The media brings tragedies like this to the attention of public, allowing them the ability to act rather than only sit in ignorance of the situation. This is but one scenario. The media affects the world for the better, urging people to help others who have become victims of disasters.

Many people are completely unaware of the travesties that occur nearly every day, going about their business while so many others are suffering from disease, natural disaster, or the like. As seen in Source A the ISDR (International Strategy for Disaster Reduction) “considers media an essential partner to enhance public safety and adverse impacts of natural disasters,” As well, according to Source C, “effective and consistent risk communication is vital to disaster reduction and response,” communication that is necessary here in the US, and the best way to do so, through technology, television, news feeds, etc., can all be utilized to instantaneously tell and warn people of danger, calling them to action. Such quick responses can have families like James’s on their feet in no time, letting them return to the safety of their lives. As it is said later in Source C, “technology is playing an increasingly crucial role, making it possible to track potential disaster agents, alert authorities, and educate and warn the public in a more timely manner.”

Such reactions have already been seen in our lives. In the spring of 2011, Japan was ravished by record breaking earthquakes, causing immense damage and stealing away the lives of thousands of people. Buildings crumbled, the ocean spilled over onto the land flooding cities, and there was mass hysteria. But, within only days, a movement known as “Hope for Japan” was established, a charity that brought donations in from around the world that aided the nation tremendously. This brought Japan back into the world in only a month or so, despite the great damage it sustained. This would have never been possible if not for the advertisement of the disaster by the media. And “Hope for Japan” is but one of many example similar to this, charities that react quickly and provide more assistance than any could anticipate.

The world suffers from enough tragedies, whether they are isolated deaths to massive catastrophes. It is our duty as fellow human beings to help those who have fallen onto hard times, it is our moral obligation. We have shown great kindness and compassion in the past and we will be needed to do so again, later in the future. Whether it is the entirety of a country that calls to us for help, or a little boy and his family.