

AN EMPIRICAL STUDY OF YELLOW JOURNALISM AND ITS AFFECT ON THE OPINION OF THE PUBLIC

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Abstract

In today's world where journalists should have nose for news not being nose always peeping onto the personal space of others. The paper which is being presented tells about how people and journals are taking a diversion from the main concept of journalism towards yellow journalism. The public these days are getting more interested and showing keen curiosity which is beyond their human interest. The journalists in present scenario are more into Yellow Journalism and this is affecting in fields like politics, evading the private space of well known eminent personalities. The rumors which they get from sources, and the sources are not verified whether they are authenticated or not. The main factors for the cause of journalism would be 'source' the news produced by the source which mostly turns out to be rumored and here to put it more aptly yellow journalism is an epitome of the word 'dirty'. According to Wikipedia "yellow journalism and the yellow press are American terms for journalism and associated newspapers that present little or no legitimate well researched news while instead using eye catching headlines for increased sales. Techniques may include exaggerations of news events, scandal mongering, or sensationalism".

Keywords: Nose, Nosey, Yellow Journalism, Epitome, Dirty

Introduction:

The story which hides the facts story which is created in an unprofessional way which is published in a newspaper as a tabloid contrary to the broadsheet newspaper is that we call yellow Journalism. It came into light when two of the newspaper producers Joseph Pulitzer and William Randolph Hearst were in race of more readership. In New York Joseph Pulitzer had purchased half of the New York readership by introducing yellow journalism through his newspaper called 'New York world' in 1890's. This caused rise in interest of buying newspapers as it told all gossips and this caused a rivalry with William Hearst's newspaper called 'The journal'. They both used the common target increase in readership by touching sensitive areas which leads to human interest.

Review literature:

According to a source called legal fighter, some journalists in Bangalore who were interested in writing juicy gossips fabricated the information about 'bride burning' cases which marked over 1830 convictions under dowry cases in the year 2006 but they fabricated the source and wrote that 3000 women died in the year 2006 which means 250 per year and in the population there would also have been drastic drop down, the original source told that only 50 women died per year, this fabricated dirty news caused defamation of Bangalore, India, this was also spoken in abroad too.

According to Lalit Kumar, a certain T.v broadcasted some lame news such as: A yeti is present in your bedroom. Commissioner's dog goes missing, Amitabh Bachchan got reincarnated. These particular baseless news were just mere scandals which were again due to mere rumours. The next news was published on Hindustan Times written by Zia Haq (2015) about the murder case of Sheena Bora who was killed allegedly by her mother and later the body had been disappeared and after 3 years it was found and it was said that she was killed by her father, i.e former husband Sanjeev Khanna with the help of his driver and Indrani, sheena's Mom because she was in relationship with her step brother, son of Peter Mukerjee, Rahul Mukerjee. So, apparently this news was as sensational as Arushi Talwar's case.

The next case is written by a source called assailed teacher where the news is about how a teacher named Chaz allegedly grabs a student's elbow and also told her if it wasn't a crime he would have kissed her. Here they only wrote about the rumor they didn't go through the details of both the sides or either investigated it.

Conceptual framework:

"Yellow Journalism" is not only an epitome of dirt but also changes the opinions of people. In the past the yellow journalism was done to increase readership and now also the same thing happens. It is for the interest of the readers which contains contents about sensuality, vulgarity is also seen publishing but nowadays they're also evading the private space of a person. People are so interested in gossiping about others life, this is because the journalists and Paparazzi stay awake like lap dog and click pictures, fabricate, Photoshop them and publishing news that he/she got into a fight, or a certain celebrity having affair, which is all mere rumor. According to media ethics the journalists should not evade one's person space

and also should investigate a news and also the source and then publish but now it's quite the contrary. They just need the gossip details not the fact. This news got popular and on demand because of the human tendency to know something mysterious and even though they know it's fake but still prefer to read and encourage it. And this also is making every citizen a freelancer, and they are not counted as authenticated source they send the pictures to journalists and they publish." "The phenomenon can be seen to reach its most rampant heights, and most exemplary period, in lead up to Spanish-American war- a conflict that some dubbed "The journal's War" due to Hearst's immense influence in stoking the fires of anti-Spanish sentiment in the U.S. Much of the coverage by both "the newyork world" and "the Newyork journal" was tainted by unsubstantiated claims, sensationalist propaganda, and outright factual errors. When the USS Maine exploded and sank in Havana Harbour on the evening of 15th February 1898, huge headlines in the "journal" blamed Spain with no evidence at all." Quotes the site "The public domain review" in the article "Yellow journalism: the "fake news" of the 19th century.

Objective

- 1) To make people respect ones personal space
- 2) Background check whether the source is authenticated or not
- 3) Follow the basic media ethics

Conclusion

The "Yellow journalism" should be entertaining not demoralizing and news shouldn't be of rumours but of facts, as the facts help to build up the future of our society. One can't stop yellow journalism but they can curb to an extent which follows some boundaries and also readership doesn't effect and they should be Sensible .Social media also needs to be under authority as it does lead to crimes like cybercrimes. Yellow Journalism is a threat to the society as well as the country and it is known to everybody but still it is very unfortunate that the people do that for the Business development, for the political publicity and any other motives. People should also be aware of this false rumors and be knowledgeable about the relevant facts. Even media people should take time and spread awareness about the yellow journalism. After the advent of the internet and the social media there are more channels for the news to get surfaced anywhere.

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