

PUBLIC PERCEPTION OF JOURNALISTS

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Introduction

The task of conveying information about particular incidents to the population around the globe is conferred to the journalists, which has made them one of the most trusted personnel in the field of media and broadcasting. Every piece of news bears the mark of truth that is channelized through the media sources. However, this notion is on a gradual decline since last years, putting the reputation of the journalists at stake. The perception of the public about the journalists has shattered to the ground due to the emerging trends of journalism that focuses more on built in stories rather than presenting the blatant truth. In terms of the current scenario, it can be surfaced that the perception of journalists are significantly falling due to their recent journalistic activities.

Framing of the public perception

Taking in account the recent headlines of the news business, it can be observed that the news creator is coming in the news as well. The journalists were seen as the representatives of a noble profession of disclosing the truth without any bias or influencing opinions. The ethics of journalism strictly prohibits intrusion into private digressions or anything out of the scope of ethical practices (Press, 2018). However, the public now-a-days are shunning the media for breaking all the ethical codes of conduct. The most recurring impression is of private intrusion against the journalists. The Iloilo case can be seen as an instance of this view, where a law student was fined by the judge for assaulting a TV reporter (Jr., 2018). On further investigation, the law student, Gorriceta, told the court that her act of violence was instigated by the constant intrusion of the reporter, Belvis, inspite of continuous protests not to violate her privacy. Belvis put in the fact that she was just doing her job, but this is unjustified intrusion and cannot be overlooked under any circumstance, as it is Gorriceta's personal life and would do not harm if kept away from public interests.

Following a similar strain, the Manchester Arena bombing reflects another instance of desperate journalistic approach chiding every code of practice. The massive destruction is an example of a catastrophic circumstance, where help reached hours later, resulting more havoc. A number of complaints about the media were registered for aggravating the situation by constant coverage of the saddened family members (Martinson, 2018). It was reported that pictures were being taken through a window when the deaths were being confirmed one after the other bereaving their

loved ones. The gravest report was made against a reporter, who was alleged for bribing the hospital authority £2,000 for getting information on the casualties (Martinson, 2018). This incident by no means can be considered as an informer of the truth as it is. It is breaking of all the ethical codes that demarcate the line between the personal and the public. The incidences distinctly portray the sabotage of the public by the media personnel (Reilly and Reilly, 2018). The most famous case of press intrusion can be cited as JK Rowling's appeal for inquiry regarding the limit of press freedom in one's personal affairs (BBC News, 2018).

A reporter has the freedom of press, but misusing it under any circumstance is definitely not encouraged by the state laws, opines Barrett (2014, p.21). Adulteration of news is another consequence of today's journalistic approach. They are emphasizing more on entering the private life of the subjects rather than focusing on presenting the factual details. Another aspect is of biased presentation of report. It is always desired that the media would reflect on the absolute truth without taking any sides. It is in their code of ethics to provide a piece of information without any judgmental strains and let the readers perceive the news as they want it to be (Martinson, 2018). However, these days just the opposite action is in progress. Most of the published news is leaning towards a side, which results in false understanding of situations. The institutional pressures act as deciding factor for the journalists to carry out their assigned task. To attract more readers for the dailies, strict command comes from the senior management to fetch the utmost information, so that their bulletins can out rule their competitors. In following this trend, multiples professional ethics are getting trampled, as there is no one to closely control the system (Miller, 2015).

Conclusion

The attitude of the journalists is turning unabashed. Sensitivity of a situation is given least concern in their quest to reach out to the victims or their near ones. Moreover, the tendency to present biased news is a major factor for the declining reputation of the journalists among the public. It is high time that effective control measures are taken to stop the intruding activities, otherwise which media as representative of the state and current affairs will dwindle in the near future. It has to be kept in mind that the public determines the future of a business, thus, provoking them will not be a profitable bargain.

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