

The Future of Yellow Journalism in India

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Abstract: *This research aims to understand how the media work in India regarding Yellow Journalism has influenced the thinking of the citizens. In India, Yellow Journalism has only picked up in the last one to two decades and has spread widely all-around India affecting the readers. The purpose of the development of Tv channels, newspaper, and magazines are to be the first to publish the news and to encourage higher circulation than the other newspapers in India. Yellow journalism has been characterized as a pure form of commerce rather than legitimate journalism. The research goal is to find out if most of India's news and the media are based on exaggeration and how other countries are starting to practice Yellow Journalism. A qualitative research method was applied to this study and analyzed through the case studies using the document analysis design, with an inductive research approach, which depends on inductive reasoning. In spite of the fact that media has the opportunity to publish and broadcast data within the frame of news and entertainment, certain standards, rules, and controls should have been adhered to. Efforts are being undertaken all around the world to form guidelines and standards for media consideration.*

Keywords: *Ethics, India, Media, Yellow Journalism.*

I. INTRODUCTION

The morals of news coverage are to present truth, objectivity, accuracy, stability, and fairness; however, Yellow Journalism has been characterized as a title that has been established as news that gives false information or has been embroidered. A news scope that presents nearly no true, well-informed content and or maybe utilizes catchy title writings to offer more papers is yellow journalism, too known as yellow press. For increased circulation of their news or publication, some journalists or the media department utilize strategies that incorporate embellishments of news, events, exposure, and exaggeration [4].

Yellow journalism, according to reference [1], is a multi-column front page that features daily covering an assortment of issues, and controversies, by employing strong layouts with expansive outlines, a heavy reliance on unnamed sources, and unapologetic self-promotion. During the year 1900, the word was widely used to characterize a number of big New York City newspapers as they competed for distribution. Yellow journalism is defined by [10] in five qualities that are alarm features in a large style, typically of insignificant news. There is also a lot of use of fabricated interviews, misleading features, pseudoscience, and a parade

of fraudulent gains from reputed experts, as well as a lot of use of photographs or nonexistent drawings [1].

Yellow Journalism started in 1895 with an artist named R. F. Outcault, who developed a cartoon figure that first appeared in the city's most widely circulated daily, the New York World. The Yellow Kid was a figure who had a lot to say about politics, free speech, and city life. The Yellow Kid was so successful that the New York Journal, a major competitor, recruited the same artist to create a cartoon strip based on it. The decision sparked bitter circulation wars between the two publications, with the dueling editors habitually printing sensational headlines and scandalous articles about events that never happened in order to attract readers and sell more copies. The World and Journal were quickly dubbed "The Yellow Papers." Aside from its association with the Yellow Kid, the hue also connotes fear and deception. This name developed into the phrase "Yellow Journalism," which now refers to a sensationalist, fact-free style of news reporting [9]-[16].

The growth of a number of private television channels, newspapers, and periodicals that seek to gain popularity has gained traction in India through the notion of sensationalizing regular news or publishing half-baked news. With Yellow Journalism being practiced extensively in India, the problems that could be found with sensational news are the reliability of Yellow Journalism trends, no ethical value of the journalist and Yellow Journalism being practiced because of competition with other newspapers or media sources [12].

News organizations presume that anything can be marketed under the banner of Breaking News which yellow journalism characterized as a pure form of commerce rather than legitimate journalism. Composed and broadcast media, trying to help disseminate and upgrade viewership, have turned to these flippant strategies, and apparently, there is no thinking back [2].

Simultaneously, the wording used in the powerful features or newflashes is vexing and misleading, causing the viewers to unexpectedly pay heed. In an attempt to enhance the most insignificant news, huge textual styles, breathtaking colors, and insignificant photos are employed. Reputable publications and media outlets have devolved into tabloids that are valueless by frequently participating in failing to check facts, fabricating statements, and publishing counterfeit interviews. The readers will be unable to determine if the news is correct or incorrect since they feel it is the role of a journalist, to tell the truth.

This study helps the primary fields of broadcasting and journalism by allowing future journalists to better grasp how the media operates, particularly in India, where Yellow Journalism is frequently used. This research not only illustrates how the media in India uses Yellow Journalism to attract readers but also enables future journalists to distinguish between credible and unreliable information in their news.

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II. REVIEW OF LITERATURE

With over 100 million copies sold each day, India is the world's largest newspaper market, with over 70,000 daily papers for each locale and dialect and over 880 satellite channels. As a result of politicians acquiring TV networks and daily papers, India's media has become extremely political. They are numerous Indian channels that have been bought straightforwardly or in a roundabout way by the politician's pioneers. Not only do they own entertainment channels, but they also own news channels. Some of the leading outlets are controlled by individuals with political ties such as Lokmat, Odisha TV, Zee Media, WION, and Zee News [7].

According to [7], the majority of major media businesses are controlled by enormous conglomerates that have speculations in a tremendous cluster of businesses, other than media. The larger part of the media companies has trade and political affiliations as numerous as 118,239 distributions are possessed by 26,750 people, 2,084 joint stock companies, 1,283 social orders, trusts, firms, and government.

In recent years, yellow journalism has grown exaggerated to the point of pandemic proportions in the media. Unfortunately, this time of sentimentalist news conveyance, where the purported 'Yellow Press' regularly surpassed the more fair, honest, unprejudiced papers, stands apart as an especially dim period in editorial history [15]. Mahatma Gandhi saw newspapers and journalism as a responsibility rather than a means of communication or profit throughout his life. For Gandhi, it was the reader's voice that was most important. A model created by Gandhi called the Satyagrahi model of Journalism ethics was created to help restore journalism's and journalists' lost trust, which might open the path for the growth of communication for the development of India's poor [6].

Truth, precision, objectivity, decency, equilibrium, and unbiasedness are the essential reason for Satyagrahi's journalistic morals. The entertainment media, stereotypes, representation of violence, sex, vulgarity, privacy, right to react, communal writing sensational, and yellow journalism, freebies, and sting operations are all topics on which Gandhi's self-restraint mantra is pertinent in today's journalism. Newspapers, in Gandhi's perspective, should not be utilized as a way of making a living or profit. Efforts have been made across the world to establish ethical standards, regulations, conventions, codes, and principles to assist journalists in making the best decisions when faced with a problem, such as having a limited amount of time to report the news or being unable to get further information [6].

Media ethics is a branch of applied ethics concerned with the ethical norms of the media, which includes both conventional and digital media. Media ethics refers to the collection of standards, regulations, conventions, codes, and principles that govern the media in each country. In India, new ethical challenges have arisen as a result of the monetization of media and communication content, as well as privacy, Yellow Journalism, and freebies. Liberal democracy's basis is the freedom of the press, which serves as a coordinator and expression of the people's voice. Fresh developments, particularly media convergence and technology advancements, have given rise to a new perspective on the ethical discussion. Governments throughout the globe have put in place measures to protect people's rights, but so have independent groups made up of media experts [6].

The ethical guidelines are designed to help restore faith and confidence in the media and are intended to be followed by journalists and the media. The Press Council of India was established in 1966 by Parliament on the recommendations of the First Press Commission with the goal of preserving the press's opportunities and maintaining and enhancing the press's values in India. The Press Council of India's report 'Future of Print Media' states that the press has extraordinary power in this day and age, and that the media, as it has acquired the power of making and undoing people and institutions, shaping and molding people's views, influencing the course of events, and arousing and mobilizing public opinion [3].

However, since this power may be both beneficial and destructive, a journalistic code of ethics is required. Journalistic ethics are nothing more than personal and societal principles that determine whether a journalist's professional behaviors are right or wrong. Meanwhile, journalists in India are offered discounted corporate stock or are awarded quota shares. Writers receive discounted transportation, train, and air travel. There are tours, financial assistance, assets for their organizations, endowments, and appointments to various boards of trustees at that time. The corporate sector has entered the press primarily to collaborate, just like any other firm, and to gain advantages [13]. Is an attempt to shape Gandhi's concept of media ethics, which might provide the ethical code of behavior in journalism in a new direction. Gandhi's notion of Satyagraha is a holistic concept that encompasses truth, nonviolence, non-stealing, poverty or non-possession, bread work, fearlessness, tolerance, and the abolition of untouchability—a self-restrained lifestyle model for a person. Reality is what journalism is all about; news coverage is all about the truth and the key facts of the situation. According to Gandhi, exaggerating facts, presenting someone in a poor light, misleading readers by distorting the truth, personal revenge, and selling page space for propaganda have no place in Satyagrahi journalism. Objectivity and equality are taught in traditional journalism. Keeping personal views, opinions, sentiments, biases, or prejudices out of the news is what objectivity means in general. The essential reason for reporting is to ensure accuracy, objectivity, decency, balance, and impartiality. A reporter's job is to seek out the truth and portray it in a clear and accurate manner. Readers have a right to know where the story came from, and no story or source should be used out of context. The infotainment media, or broadcast programming that is meant to entertain as well as inform, has transformed the way people think about journalism [6]. Print media has also been infiltrated by infotainment. The newspaper has evolved into a marketable asset, with a focus on design and spectacular headlines, as well as immorality and vulgarity. Gandhi has left strong suggestions as to what he wanted from media and journalists at the time, while not categorizing the notion of Satyagrahi journalist. Gandhi's guidelines for Satyagrahis also apply to Satyagrahi journalists, according to him. "The Gandhian Satyagrahi writer should not hold outrage against anybody and incompatibility of truth, he will endure the resentment of rivals and set up with attacks, however, never fight back with outrage or lose his/her equilibrium and affront adversaries."



The columnist should not submit out of dread, of discipline. He/she ought to simply follow reality and take it to the obvious result [6]. Satyagrahi Journalists never plan to humiliate the miscreants and his target should be to change over and not under pressure.

The press is referred to as the Fourth Estate, and it is undeniably a force; nevertheless, abusing that force is a criminal charge. "I'm a writer myself," Gandhi remarked in Harijan, "and I'd like individual columnists to grasp their job and to keep on their work with no other idea but to sustain truth." According to Gandhi, one of the purposes of a paper is to grasp popular sentiment and provide expression for it; another is to elicit certain appealing sensations among people, and the third is to fearlessly expose well-known flaws. One of the primary aspects of wide communications is stated to be information. It was considered that a lack of knowledge was the basis of many problems and that by spreading more information through the media, the fundamental difficulties would be rectified [6].

Media columnists, analysts, and anchors have embraced negative procedures and deceptive practices in their inclusion, disregarding the ethical codes of newscasting, because they have developed a proclivity for testing the renown of sensitive state organizations, such as the legal executive, military, ISI, and law-enforcement offices [14]. This is due to the fact that they have begun to compete with other journalists and the media sector. Following the impolite practices of Yellow Journalism, they bring up any problem or development and spark a heated debate among political analysts who want to greatness themselves [6] [7] [8].

III. RESEARCH METHODOLOGY

A qualitative research method was applied to this study and analyzed through the case studies using the document analysis design, with an inductive research approach, which depends on inductive reasoning. Many cases studied attempt to discover new relationships rather than verify the existing hypothesis.

For this research paper, the qualitative research method will allow the understanding of Yellow Journalism in an in-depth meaning, allowing the researcher to focus on why and the availability of rich descriptions of data can give more understanding of the Yellow Journalism being practiced in India.

The sample of this research is based on secondary data that has been collected through reading journals and article that has been published before. A common source of secondary data includes organizational records and research.

The data was collected through documentation, analysis, and summary from previous research such as online journals and newspapers that have been done based on the topic of Yellow Journalism. The document analysis allowed the extraction of descriptive, narrative, analytics, and observational information for a deeper understanding of the event. Highlighting and short notes were written for the important points from the documents.

IV. ANALYSIS OF THE STUDY

Through this finding, the research goal has been achieved to examine Yellow News coverage, which is not an unadulterated form of news coverage, but an immaculate adaptation of commerce for the media channels and their

political proprietors. Few small media channels still follow their ethics and are straight to the point for their news, but unfortunately, their circulation is not spread as widely around India as much as other newspaper does [2]. The research aim was to understand how media works in India, and how the media is controlled and highly politicized by the political parties and the government.

Media in India such as the written and televised media are now only aiming to boost circulation and enhance viewership. Individuals who are in the media business such as the political parties, the government, and journalists are the only people who will know which news is accurate and which is not. India should not be going backward not to stand big and looming, instead, India's media need to mature and grow. The Satyagrahi model of editorial morals could assist with setting up the lost validity of news coverage and columnists and could make ready for improvement correspondence for the advancement of the denied.

The Indian media play a very important role to inform, educating, and entertain the citizens regarding different happenings. Newspapers have covered news from many sources and industries to keep readers informed in line with this goal. The information, images, and presentations of various news items combine to produce a visually appealing package that attracts the reader's attention. What publications are driven to change their house policy in order to survive or safeguard their existence, lowering standards.

As indicated in Table 1, India now has a plethora of prominent newspapers according to reference [5].

Table- I: Prominent Newspapers in India

Newspaper	Language	City	Circulation	Owner
Dainik Bhaskar (दैनिक भास्कर)	Hindi	Bhopal	4,579,051	D B Corp Ltd.
Dainik Jagran (दैनिक जागरण)	Hindi	Kanpur	3,614,162	Jagran Prakashan Ltd.
The Times of India	English	Mumbai	2,880,144	The Times Group
Malayala Manorama (മലയാള മനോരമ)	Malayalam	Kottayam	2,308,612	Malayala Manorama Company Ltd.
Amar Ujala (अमर उजाला)	Hindi	Noida	2,261,990	Amar Ujala Publications Ltd.
Hindustan Dainik (हिन्दुस्तान दैनिक)	Hindi	New Delhi	2,221,566	Hindustan Media Ventures Ltd. (part of HT Media Ltd)
Rajasthan Patrika (राजस्थान पत्रिका)	Hindi	Rajasthan	1,788,420	Rajasthan Patrika Pvt. Ltd.
Eenadu (ఈనాడు)	Telugu	Hyderabad	1,614,105	Ramoji Group
Dina Thanthi (தினத்தந்தி)	Tamil	Chennai	1,472,948	Thanthi Trust
The Hindu	English	Chennai	1,415,792	The Hindu Group, and Kasturi and Sons Limited

(Highest Circulated Publication, 2019)



V. RESULT

Research is needed to determine how Yellow Journalism affects the media landscape in India. According to the findings, Yellow Journalism in India plays a significant part in the lives of Indian inhabitants. The media takes advantage of the citizens by publishing exaggerated stories that will attract more readership even if it is genuine or misleading. Is Yellow Journalism the future of journalism in India, given how prevalent it has grown in recent years and how it has spread like an infection throughout the media? Sensationalist reporting has made a shout in the public arena because the media is an amazing and persuasive instrument, which has, an extraordinary reach all through the country. The ethics of journalism in India is thought to be poor. This is due to the media and the unfettered rise of Yellow Journalism in the country. Furthermore, in the Internet age, data has become fully open and accessible with a simple mouse click. This is why the law should act as a "watchdog" for journalism and monitor its practices.

The advent of Yellow Journalism coincided with the start of rapid industrialization. Thousands of papers might be printed in a single night because of a sudden impetus in machines and technological improvements. This is thought to have come into play one of Yellow Journalism's most defining characteristics: an insatiable desire to succeed. Moreover, the distributor's insatiability was sometimes put ahead of morals. The implication is that the best method to maintain professional standards in journalism would be to establish a body of persons mostly related to the business, whose role would be to intervene on questionable issues and to hold anyone responsible for a code violation accountable.

Many journalists remarked that if the task of regulating the profession is delegated to the journalists themselves, the profession's prestige would be enhanced, and Indian journalism will flourish in a healthy manner. Yellow Journalism is a term utilized for the use of careless and ostentatious paper announcing, regardless of realities. The truth is frequently distorted or suppressed in Yellow Journalism, and there may be no truth to the narrative at all. Based on the research finding, the media in India have defended their coverage by saying that competition from increasing media rivals from the other news channels and the internet is forcing them to find formulas to attract and keep viewers.

Tabloids are infamous for embellishing any event and adulterating features. Similarly, tabloids in Pakistan are not taken seriously by the public, though they have little circulation due to their sensational headlines. News media organizations frequently edit and proofread their reports before publishing, following each organization's standards of accuracy, quality, and style, while under pressure to be first with their stories [11]. The significance of performing appropriate research is more important than ever before. Researchers all across the world may now share their newest discoveries with a global audience thanks to modern mass media technologies that allow for quick news delivery. The issue emerges when research is released that is inadequate, with conclusions that are overstated, misconstrued, or even faked. Unfortunately, this is also due to the system of publishing fast and being the first one to publish the story while competing with other media channels.

VI. CONCLUSION

The media should be resolving conflicts rather than instigating them with their news stories. Print media have the power to develop harmonious social connections among inhabitants of India and other nations if they follow the laws of both media law and social law. The pressure from the political parties and increased ownership of media have caused many complications such as a series of layoffs. Industry veterans believe that India with its media will have a difficult future ahead with its more opinion-less reportage, no funds for real reportage, paid news, and political interference. The future of journalists in India may depend on whether the Indian press can withstand its external pressure and set its media company in order.

One such way to determine if a news article is factual or incorrect is to compare it to reality. Citizens will be able to discern which news is issued by a political party and which is speaking the truth as a result of this. The point of view is accompanied by information, which is unloaded with no indication of how it will be used. One of the purposes of today's mass media is to disseminate information through signs, symbols, sounds, and images for personal and social pleasure and enjoyment.

Through this research, it has been discovered that Yellow Journalism did not stop in America instead it is now widely spreading like a disease in India and also in other countries such as Indonesia, Pakistan, and China. Efforts are being undertaken throughout the world to develop media inclusion standards and guidelines. Despite having the freedom to print and transmit information in the form of news or entertainment, the media must adhere to certain standards, laws, and restrictions. The media has the ability to draw people's attention and encourage and organize them to perform social activities for the sake of the country.

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