

Famous people, such  
as politicians and film  
stars



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8 February, Analysis of the role of media and journalists in the life of politicians and celebrities: Famous people, like politicians and film stars deserve to have a private life without intervention of journalists. Media tends to follow these people 24 / 7. This makes their life miserable. Every individual irrespective of his/her social identity requires a private life where no one questions him/her or notices what he/she is up to. This is basic human right as well as the requirement of freedom. Full time follow up of politicians and film stars by the media not only ruins the personal and social life of such famous people, but also speaks bad of the role of media in the society. The fight news of famous Bollywood couple Aishwarya Rai and Abhishek Bachchan is one potential example of the disregard of ethics by media as the news could have destroyed their personal life. It was reported by the media that Aishwarya Rai and Abhishek Bachchan had had exchange of harsh words at the recently held IIFA awards function. Media reported that Abhishek Bachchan was trying to convince Aishwarya Rai not to speak too loud and indecently at the awards, while Aishwarya Rai was not listening to him. Later, Mr. Bachchan asked the security to lock his wife up in a room. Now Aishwarya Rai happens to be the former Miss World (Yousaf). Public expects her to behave decently. However, the news offered a serious blow to her public image, though no body was really sure whether it was Aishwarya Rai's loud tone that started all the melodrama at the outset. Media's portrayal of Mrs. Bachchan as an inconsiderate and disrespectful wife was by no means, rational. What reporters do to film stars is done by the journalists to politicians. This may also be one potential cause of the underrated performance of such politicians and celebrities. Every human being requires freedom, which is subdued by camera. Every individual irrespective of

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his/her daily exposure to camera, feels nervousness and lack of freedom when he/she is being captured by camera. This makes the celebrities behave in an articulated manner, and their efficiency declines. Their articulated self overpowers their natural self. "...the more their personal lives play out in the press, the more challenging it is to see the Angelinas and Brads and Toms and Georges as anything other than their superstar selves" (Giese).

Journalists play a big role in improving or tarnishing the image of a politician.

Journalists take undue advantage of the fact that what they write about a matter plays a decisive role in shaping public perspectives about it. Often, the journalists hold biased opinions about politicians because of their personal interests. Many journalists are rewarded by politicians for favoring them and ruining the public image of their rivals. This is what has led to the realization of the concept of "yellow journalism". "Yellow journalism is exaggerated or biased writing that is disguised as fact" (Upson). The yellow journalism creates confusions among the public, and they vote based on their acquired perceptions. This ultimately destroys the nation as a whole.

Works cited: Giese, Rachel. "Overexposure: New technology is destroying celebrities' private lives." 27 Sep. 2007. Web. 8 Feb. 2011. . Upson, Margo. "What is Yellow Journalism." 2011. Web. 8 Feb. 2011. . Yousaf, Shahzad. "Abhishek Bachchan, Aishwarya Rai fight at award ceremony." 1 Nov. 2010. Web. 8 Feb. 2011. .