

The impacts of sensational news and violence media essay

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Of wide concern in the news media sensationalism is the subject. Little research has been done into TV audience own judgments or perceptions of sensationalism in news reportage (Wang, & Cohen, 2009). Wang, & Cohen (2009) argued that according to the respondents, audio production features, such as background music and dramatic reportage net tons, exercise the greatest influence on the percept of sensationalism, more than visual production features, such as emotional subtitles, graphic or according to the respondents, audio production features, such as background music and dramatic reporting tones, exercise the greatest influence on the percept of sensationalism, more than visual production features, such as emotional subtitles, graphic. In terms of motivations for watching the news, on the one hand entertainment and interpersonal motivations were found to negatively predict viewer's perceptions of sensationalism, while on the other hand, informational motivations positively predicted their perceptions of sensationalism. To increase the attractiveness of television programs, more and more TV-makers add sensational features to their programs. For TV-makers, the effects of sensationalism seem to be positive, but the effects of this concept for organizations on the other hand, are unclear. Sensational features dramatize and exaggerate news and the effects of this kind of reporting on an aspect as corporate reputation are therefore expected to be bigger compared to objective news reporting. The same message reported in a different way, can cause the reputation of an organization more harm (Gosselt, Hoof & Tempelman, 2009). the conspicuous subject has an noticeable impact in stimulating the aspects of watching an item. Channels have propensity to show soft issues regularly like entertainment, sports,

crime, celebrity, cultural and social issues. The most sensational channel is rated as the most viewed one that is there is a direct relationship between rate of breaking news and sensationalism. The challenge to increase the market share and maintaining it is considered to be the reason of sensationalism by the media organization. To grab the maximum viewers they create the hype by giving breaking news as There is positive association between amount of watching news channel and existence of sensationalism. The credibility of the news channel is negatively related to the sensationalism. (Raza, Sultan & Jan, 2012) Singh (2007) argued that the broadcasting news channels can affect the real life of people in so many ways. The violence on news can cause violence in real life targeting mostly the children's. It can be influence that disturb a child's moral balance and makes a child applicable to aggressive behavior as their perception of the real world changes from the big screen. Although media plays an important role in bringing fact full, the sad thing is the bad clusters formed due to prevailing competitive edge of the news channels, which almost ruining the philosophical "journalism". Viewers exposed to breaking news were primed to evaluate the coverage differently than those who were not exposed to breaking news. The focus on revenues from advertisement should be shifted to news. The coverage of political news should not be restricted to the mainstream political parties alone. Apart from politics, films, and sports, the coverage should be extended to developments in the fields of art, culture, science, literature, etc. The quality of impartial reporting must be enhanced. The compassionate feelings of the affected persons must be honored. The "flash" or "breaking news" items must be of some standard and national

importance and not routine items (Singh, 2007). The viewers when given a free choice between different TV programs, the presence of verbal violence in one program causes subjects to watch more of the same program, although they do not experience higher satisfaction with the program. In addition, they report lower satisfaction with the overall viewing experience (Stanca, Gui & Gallucci, 2012). Cultivation Theory has suggested that viewing particular program types influences specific social views of reality, so examining violence in terms of a specific event rather than general television portrayals is worth. (Lett, DiPietro & Johnson, 2005). The media plays a powerful role in constructing and reinforcing different forms of racism within society that presents itself in more subtle but equally powerful ways. Both forms of ideological racisms are ultimately articulated or played out on the streets in the form of race hate, violence and harassment, and in routine low level everyday hostility. Those identified and vilified by the media then become legitimate targets for abuse and violent attack. Such attacks do not occur automatically and are dependent on complex socioeconomic and political conditions (Frost, 2008). Aday (2010) has discussed the role of NBC Nightly News and Fox News Channel's in 2005 Iraq and Afghanistan war. According to the administration and their supporters argued that this negative coverage turned the public against the war in Iraq and against the President. however, this study shows that in many important ways both networks underreported the violence in both countries. The essential qualities of credibility and capturing public trust in the news sphere, however, often depends upon the established reputation of known news brands. (Gunter et al, 2009)the effects of media coverage of devastating

events on mental health is crucial in a society that is becoming ever more connected electronically to events outside a person's immediate experience. (Cassill et al, 2009)