Yellow Journalism in India: A Truth about Impacts Biased News Agencies have on Common Masses and Their Reactions against Policies in India

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Abstract

An understanding of the present scenario of mainstream journalism in India clearly highlights the development of two distinct factions. Yellow journalism in India is on the rise, with several political implications associated with the press. The study here is in line with the understanding of the very concept of yellow journalism and its background. An understanding of the aspect of the two factions in Indian media and the associated factors are provided here.

Keywords

Godi Media, Liberal Media, Spanish-American War, Yellow Journalism.

INTRODUCTION

Yellow journalism refers to the biased and fake news spread by the TV news channel, social media profile, newspaper and video in social media [2]. Biased news is the news which supports a political party, a particular community or idealism. Fake news is also spread for supporting a particular political party. For the news channel in India, the public mostly uses two terms to identify all the news media in two different divisions of ideology. These are 'Liberal media' and 'Godi media'. 'Liberal media' talks against the government and 'Godi media' supports the government. Therefore, the research aims to increase the awareness of the fake news spread by the biased media and the impact of yellow journalism among the socially and culturally united citizens of India.

History of yellow journalism

Journalism refers to a profession which disperses information among people about the incidents occurring around the earth. As per the opinion of Karimvand (2017), the media is considered as "the fourth pillar" of democracy. The term "yellow journalism" was first coined by two famous journalists named **William Randolph Hearst** (journalist of the "New York Journal") and **Joseph Pulitzer** (journalist of the "New York World"). This term involves fake information and false news along with a large number of tattles, scandals and "sensationalism". Some years ago, these fake news and erroneous information were frequently not corrected. Therefore, many people did not get the chance to know the truth and they remained "ill-informed". As per the view of Dickerson (2019), this misinformation was disseminated to set a "pro-war attitude" in people. In the words of Karimvand (2017), "fallacious news was circulated to sow the seeds for the outbreak of **Spanish-American War**". A large number of people got frustrated with "sensationalism" and for this reason newspapers endeavoured to uplift balanced information and news after 1890.[7][8]

"Normalcy" was begun to provide relief from fake information and people started to discriminate between right and erroneous information. "Yellow journalism" utilizes some traits like terrific headlines in large print, utilization of misinformation, "pseudoscience" and fake news, utilization of sumptuous images and fake interviews. At first people trusted all information provided by "yellow journalism", but now most people become cautious about its falsity.

Media bias observation and its political impact

There are two divisions of media in India: the liberal media and the Godi media. As per the opinion of Sen *et al.* (2019), capitalism, democracy and rights of people are supported by the liberal media. According to Mushtaq (2020), in India the liberal media was preoccupied with "Modi and the BJP chief Amit Shah". Their supporters and close ones were also included in the obsession of liberal media. The liberal media became failure in focusing on opponent leaders and parties. In the view of Banaji (2018), the liberal media actually depicts the methodical and deliberate bias across "major media outlets". The term Godi media was coined by **Ravish Kumar** (NDTV journalist) and this media is also called as "lapdog media".[4][9][12]

According to the words of **Ravish Kumar** the ruling "NDA government" is supported by the Godi media. Erroneous news and fake stories are circulated by the Godi media. This media is considered as the mouthpiece of the ruling government in India. Biasness of these two media are clear in India. Media bias actually perishes the Indian democracy because the media in recent days provides a lot of misinformation. Critical journalism has died in India with the

arrival of persistent manufactured thinking. Currently, the media has shown its nakedness that is eventually corroding "democratic credentials" of India. The worth of the news has been lost. In the words of Daxecker (2020), "its aims have been shifted from serving the people the true facts of the country". As per the opinion of Mushtaq (2020), in recent days an uncritical commendation of the Modi government has been developed by the media. Opinions are continuously manufactured by the media to mislead people. Indian people have been suffering from false information and they even get no chance to know the truth. In this case the statement of Chomsky can be quoted, "the general population doesn't know what's happening and it doesn't even know that it doesn't know". So, it is clear that, in current days, people are extremely misled by the media.[6][9]

Indian democracy and biased media

Biased media has become a threat to the Indian democracy. This biased media always tries to exhibit steps and policies of the government that can never be wrong. It has turned out as the main origin of indecent stereotyping. According to Qayyum (2018), news is being continuously filtered by these media houses. In current days, media houses have totally lost their critical power to discriminate between erroneous news and actual news. As per the opinion of Bali (2019), hatred has been spread across India and misinformation, fake news has become everyday's practice. In the view of Banaji (2018), the media has played an indispensable role in establishing democracy in India. Therefore, Indian democracy faces a lot of challenges due to misinformation and fake news. People of India have been suffering from the crisis of true facts. As per the opinion of Mushtaq (2020), there is no "intellectual curiosity" in media houses and they continue to circulate absurd news. In recent days, the worthiness has been completely lost by Indian news.[3][4][9][11]

METHODS

It has been understood from the research method how the research has been done. It will focus on research philosophy, research approach, research design, data collection and analysis methods. There are two types of data collection methods: primary and secondary. Primary data is collected from experiments, surveys and interviews whereas secondary data is collected from records of government, journals and magazines. In this research secondary data has been utilized because all information about the topic has been gathered from journals and magazines. There are two kinds of analysis methods such as qualitative and quantitative. In this research quantitative and thematic data analysis methods have been used. There are different types of research philosophy such as "pragmatism, positivism, realism and interpretivism". In this research "interpretivism" research philosophy has been used because researchers are involved by this philosophy to explain the study elements. There are various types of research approaches and these are "descriptive study,

explanatory study, methodological study, historical study and remedial study". "Descriptive study" has been utilized in this research because this approach aids to recognize the traits through depiction.

Data that has been collected by following the secondary data collection methods are reliable because most data belongs to the record of the government. The sources from which information has been gathered, are completely reliable. There is not enough availability of journals and magazines which clearly depict the topic, so, this is a major research limitation. "Interpretivism" research philosophy, "descriptive" research approach, secondary data collection method and "descriptive" research design have been followed in this research. The data that have been included in this research are reliable.

RESULTS

Indian news channels have played a lot of fake news in the last five years. After conducting the research, some fake news have been identified which have been discussed in below,

Fake news 1: After the death of Sushan Singh Rajput, a film actor, AajTak and India.Com have run fake news about Sushant's last words (Tekriwal, 2020). The news has run by introducing fake tweets in which the actor has said that he has attempted suicide for the benefits of people and the people will try to communicate with others rather than holding their thoughts.

Fake news 2: This news was run by many popular news channels such as Zee news, Republic TV, Times of India, Economic Times, and Financial Express. The news was about the twitter followers of President Ramnath Kovind. In the time of taking oath for 14th president of India, the news channel spread news, that the twitter followers of Kovind crossed the mark of 3 million within one hour (Narwal, 2018). It was fake news and it has been proved as a lie after the fact check by Altnews.[10]

Fake news 3: Fake news was spread across the social media after the rape and murder of a veterinarian in Hyderabad [5]. The news was that the central government will pass a new law under section 233 of the Indian Penal Code. It has been said that the law will be passed to tackle crimes against women. However, there was no such law passed under section 233 of IPC.

Fake News 4: After the release of the new two thousand rupee note, a fake news was run by some reputed news channels that a GPS enabled microchip is attached with the note to track the location of the note.

Fake News 5: Two Pakistani posts of Kirpan and Pimpal destroyed in the retaliation by the Indian Army for the death of soldiers by a terrorist attack. The news was run by Aaj Tak, Zee News, ABP News, India Today and India TV. Any official data about the retaliation had not been expressed by the Indian army official at that time. An army spokesperson confirmed on 3rd may, 2017, that this was fake news and no official data had been leaked to any news channel about the retaliation and Indian Army had no intention of taking

retaliation to Pakistan without knowing who was involved in the terrorist attack. However, the spokesperson had said that if the Indian army will take retaliation then the news will come out from the official statement.

Fake news 6: Fake news was run by ABP and Zee News about the revealed of the total assets of Dawood Ibrahim [1]. The news was that the total assets of Dawood Ibrahim, the most wanted gangster of India, was worth RS 15 thousand crore which was seized in UAE. However, this news was denied by UAE authorities and it was fake news.

Fake News 7: Several fake news had gone viral in the social media about what UNESCO thinks about India. This fake news was such as, UNESCO declares Narendra Modi as the best Prime Minister, UNESCO declares the national anthem of India as the best national anthem and the Rs 2000 note as the best currency in the world.

These were some of the fake news results after conducting the research.

CONCLUSION

The most reputed media and news channels of India are biased and they run some fake news for supporting or defaming the ruling party. These types of fake news create a cultural and social misunderstanding among the people of India. These fake and biased news increase distance between two different communities, political parties, states, linguistic people, culturally diverse groups of people, areas and territories. It is assumed that the riots of Delhi in 2020 also occurred for the fake news published by some mainstream media channels of India.

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