

What is Yellow Journalism?

Yellow journalism refers to biased or sensational news mainly published to attract readers and boost newspaper circulation. Yellow Journalism is a form of journalism that completely ignores many fact-based reports of factual reporting. To increase newspaper sales, it uses attention-grabbing, sensational headlines. Misinterpreting facts or promoting rumours are examples of yellow journalism. It uses bold and catchy headlines about different news to grab the attention of readers.

History of Yellow Journalism

The term was first introduced in the 1890s to describe the techniques used in the intense competition between the World and the Journal, two newspapers in New York City. The New York World was bought by Joseph Pulitzer in 1883. He emphasized reporting on the topics like corruption by politicians and social injustice etc. to increase the readership and boost the circulation of his newspaper. The most significant newspaper circulation in the nation had been obtained by Joseph Pulitzer. In 1895 William Randolph Hearst acquired Journal to compete with Pulitzer. After that, competition between New York World and the New York Journal arises.

According to legend, Erwin Wardman first introduced the phrase "Yellow Journalism". He used this term to describe the competition between the New York World and New York Journal. The term's beginning has also been related to a comic strip that was originally published in the New York World, according to some people. They claimed that Yellow Journalism got its title because the comic strip's main character had to wear a yellow shirt.

Characteristics of Yellow Journalism

- One-page banners and several headlines have both been applied to this type of journalism.
- There was a collection of topics that always got priority such as politics, foreign affairs, war, and sports were occasionally given front-page coverage to make them more appealing.
- Graphics and maps used to be often featured in news articles.
- Publishers and editors were always eager to experiment with the format. Additionally, page one often had just one story to draw the reader's attention. In addition to one article, journalists and editors used to experiment with the graphic.
- Since it has previously been stated that the news was not backed by any evidence or reliable sources, this fact alone makes it a crucial aspect of the article.

What are the Major Effects of Yellow Journalism?

The major effects of yellow journalism can be seen in many different ways. First, it has been argued that yellow journalism has caused an increase in racism, sexism, and anti-Semitism.

Secondly, the public can become more polarised as they see news exclusively through the lens of their political party or ideology. Finally, it can lead to a distrust of the media as people question whether everything they read is true or not.

The use of yellow journalism, or sensationalist and exaggerated newspaper reporting, has been found to cause several adverse effects. These include an increase in crime coverage and an increase in lynching, the creation of a hostile attitude towards certain races by the majority group, and the undermining of public trust in newspapers.

Conclusion

Yellow journalism is a term used to describe the type of journalism that is sensationalist and relies on misleading or false headlines to attract readers. One of the main objectives of Yellow journalism is to increase newspaper sales. Mostly all the news articles published under this are less researched. Yellow journalism is done to benefit the newspaper agency. We must be aware of such news agencies' tactics to avoid any kind of misleading information which can affect the harmony of society. Yellow Journalism impacts our society adversely, hence it needs to be regulated for the welfare of society.