Acta Social Science & Humanities
An International Journal
OPEN ACCESS
ISSN 3117-860X
Original Research Article
Check for updates

Impact of Responsible Reporting in Visual and Print Media

Sankar Rajeev

Business Studies KL University, DCSMAT, WCBM, KL University, Vijayawada, Andhra Pradesh, India

Corresponding author: **Sankar Rajeev** | E-mail: **731.s.rajeev@gmail.com**

Citation: Sankar Rajeev (2026). Impact of Responsible Reporting in Visual and Print Media.
Acta Social Science & Humanities: An International Journal. **DOI: https://doi.org/10.51470/SSH.2026.5.2.08**

Received 05 June 2026 | Revised 08 July 2026 | Accepted 10 August 2026 | Available Online 15 September 2026

Abstract

Journalism that leans heavily on emotional appeal and bias turns events into contentious storytellers through exaggeration, lively yet chaotic mixtures of styles, and controversial narratives. Clarity can weaken public trust and increase political division, prompting efforts such as fact-checking and media education to address these issues. Subversive journalism challenges power structures, amplifies overlooked voices, and advocates for social justice, even if it involves fictionalized or exaggerated portrayals. In this context, sensationalist headlines and harmful journalism, often driven by unethical practices, worsen problems related to media ethics and public conversation. This raises an important question: Has the concept of ethical journalism become outdated? Although this might appear unnecessary, it is important to recognize that the values of ethical journalism still exist within society. Recent aggressive tactics by corporate media under the guise of impartiality, along with the emergence of AI technologies like deep fakes, have highlighted the vulnerabilities of journalism.

Keywords: *sardonic impartiality, languid tactic, subversive journalism, Double Entendre, Predatory Journalism.*

I. INTRODUCTION

Melodrama in journalism is a sluggish approach that prioritizes selective and biased storytelling over impartiality. It employs consistent strategies, overemphasizes minor events, presents information in misleading ways, and omits key details, often transforming neutral events into controversial news. Historical examples show that sensationalism has roots in Ancient Roman news, where official announcements were widely reported, focusing on audiences with lower status who preferred clear, predictable stories over complex issues. The rise of exaggeration became more prominent in the nineteenth century with the growth of print culture, where superficial stories were used to create dramatic narratives. The unpredictable nature of news media leads to a shallow form of sensationalism, which weakens objective journalism. Algorithms that favor sensational content make news seem trivial, often at the expense of meaningful but less attention-grabbing topics. Sensationalist methods involve strong language and fear-based reporting, which distort the public's understanding of reality. This trend also appears in science journalism, as seen in the widespread coverage of the Andrew Wakefield vaccine-autism study, despite its lack of scientific validity. In the long run, sensationalism increases political division and erodes public confidence in the media. To combat the harmful effects of algorithms and sensationalist media, efforts such as fact-checking websites, media literacy programs, better social media content moderation, and regulations have been introduced. Prominent cases in India illustrate the risks, potentially affecting the rights and mental well-being of vulnerable individuals. The legal system plays a crucial role in ensuring fair trials, free from media influence, as media trials can result in contempt of court. Paid journalism, or "paid news," occurs when individuals or groups pay for biased coverage without full disclosure of their involvement. Subversive journalism is a radical approach to reporting that aims to challenge existing political, social, and cultural power structures. Unlike mainstream journalism that aims for neutrality, it takes a strong stance to encourage change and give a platform to marginalized voices. This method complicates traditional narratives, exposing hidden assumptions and dominant perspectives, and challenging the current status-quo. Originating from liberation movements, it serves as a medium for social discussion and the promotion of justice. In modern times, it includes criticism of oppressive regimes and alternative media outlets that focus on power dynamics among the elite. Unlike watchdog journalism that operates within the system, subversive journalism seeks to expose, highlighting biases and emphasizing moral authority and social justice. As corporate media becomes more accommodating, authentic journalism becomes rare, presenting a challenge to the suppression of voices and the trivialization of news. Therefore, the credibility of authentic reporting and the conformity of society must be emphasized, highlighting the importance of truth in modern communication.

© ***Authors:*** *Published in* ***Acta Social Science and Humanities: An International Journal*** *under the CC BY-NC-ND 4.0 license (http://creativecommons.org/licenses/by-nc-nd/4.0/). No commercial use or modifications permitted.*

Some common examples of ambiguous headlines include the success of Johnny and June Cash in Hungary, which can be interpreted in various ways depending on the context. Similar headlines have different meanings, such as "Reagan sees red over the arms control treaty," which could imply anger or a simple disagreement with Russia. Additionally, predatory journalism is marked by practices that prioritize profit and manipulation over integrity, often involving deception and the invasion of privacy. Predatory publishing is deceitful, promoting low-quality research for financial gain. Despite initiatives like blacklists and whitelists, identifying predatory journals remains difficult due to their evolving nature.

II. CRITICAL ISSUES

The media has been excessively sensational, contributing to political polarization and undermining democratic processes through its exaggerated and provocative reporting. Social media algorithms, which are designed to be engaging, tend to promote sensational and controversial content, which intensifies divisive attitudes by reinforcing echo chambers. This also leads to users being exposed to misleading information, which can create a strong emotional response and increase engagement. Solutions to address this issue include fact-checking websites, media literacy programs, strict content moderation, and regulatory actions. The establishment of American public television news in the mid-twentieth century sought to provide a balanced alternative to commercial news that prioritized sensationalism. Experts suggest that new algorithms and the incentives of online platforms encourage sensational content, particularly among politicians who appeal to simplistic or emotionally driven responses. Andrew Leonard suggests a more restrained and thoughtful approach to the outdated nature of traditional social media, emphasizing its potential to promote consensus-building. Some strategies used in sensationalism include being overly emotional, vague, focusing on emotions, spreading false information, intentionally omitting facts, and drawing attention through exaggerated reporting. [1][2]

In *A History of News*, Mitchell Stephens notes that sensationalism can be traced back to the Ancient Roman *Acta Diurna*, where public announcements were posted on boards, often entertaining illiterate communities. Sensationalism was also prominent in writings from the 16th and 17th centuries to move people away from moral teachings. According to Stephens, sensationalism introduced news to a wider audience by focusing on the lower socioeconomic class, who were less interested in politics and economics and more interested in sensational stories. He argues that sensationalism helped to raise public awareness and participation in news.

The various forms of sensationalism emerged during the nineteenth century, growing alongside the development of a more rebellious culture in industrialized nations. In the 1860s, a British literary genre known as "sensation novels" exploited the potential of the publishing industry to profit from unexpected and dramatic stories, which were often published in serialized form in journals.

The rhetorical techniques used in these novels, which aimed to grab attention, were also adopted in scientific, technological, business, and historical writing. Sensationalism appeared in popular culture, literature, performance, art, theory, pre-cinema, and early film. In the Soviet Union, strong censorship meant only "positive" events were covered, making the news significantly different from that in the West. In the United States, the rise of sensationalism in news followed the repeal of the Fairness Doctrine in 1987, which was welcomed by broadcasters, as it reduced the need for them to maintain a balanced view. Sensationalism also increased in Western Europe as television networks became more liberalized in the late 1980s and early 1990s.*Maine*, an American cartoon from 1898, depicted starving Cubans and was used to rally public support for Cuba's War of Independence. In the late 1800s, as the cost of paper production decreased and advertising revenue increased, newspaper circulation rose dramatically in the United States, attracting the kind of audiences that advertisers sought. [3][4]

One of the main purposes of sensational reporting is to influence an audience or create a particular impression, which allows media outlets to attract more viewers and, consequently, more advertising revenue. This can lead to a focus on sensational stories rather than on more straightforward or factual reporting. Advertisers often want their products or services to be covered in the media, which can lead to biased or misleading news coverage that serves commercial interests rather than the public good. According to *Proving the Obvious* by Paul Hendriks Vettehen and Mariska Klee, the more news organizations rely on advertising revenue, the more sensational and negative their content becomes. The Watergate scandal, for example, damaged public trust in government and paved the way for more sensational and misleading political news coverage. This pattern continues with many political scandals, often given the "-gate" suffix to highlight their dramatic nature. [5]

Sensationalism in broadcast media, especially in radio and television news, is used to promote an infotainment style that encourages audience engagement. Sociologist John Thompson describes audiences as passive and easily influenced, which raises concerns about the impact of sensational content. Unlike newspapers, which can cover a wide range of events, television news tends to focus on sensational stories to maintain viewer interest. Digital platforms often prioritize content that is engaging and controversial, creating a cycle of attention-seeking content. The constant 24-hour news cycle puts pressure on outlets to produce sensational content, especially during times of uncertainty, which can lead to a rise in negative or exaggerated reporting. Sensationalism is often marked by attention-grabbing headlines and dramatic storytelling, a trend known as "Slam Journalism," which uses exaggerated language to capture viewers' attention. Misleading emotional teasers and fear-based tactics are also used to maintain viewer interest.

These practices often spread misinformation and reduce public trust in reliable news sources, shaping public opinion in ways that may not align with factual information. The effects of sensationalism extend beyond just news coverage, affecting public discourse and political landscapes, potentially leading to increased polarization and a decline in democratic values. Critics of these practices argue that they can lead to deeper societal divides, moving beyond echo chambers to include more extreme forms of radicalization. Efforts to counter these effects include initiatives, programs, stricter social media policies, and regulatory actions. Since the mid-twentieth century, the rise of public television news aimed to move away from the sensationalism of commercial news by promoting more objective and serious reporting. Recommendations for reform include reducing the emphasis on sensational content and encouraging policies that promote consensus-building to address the negative impacts of sensationalism on democracy. [6][7]

III. NEW INSIGHTS

Media Trial

A media trial, often variegated as 'hapless cacophony' by the media, which venerates when news organizations maelstrom a case and panegyrizes someone tawdry or impecunious prior to an official judgment. While the media has a vital function in promoting transparency, its effrontery coverage can abjure the line between facts and larceny, compromising pusillanimous innocence. Capricious cases in India, such as the murder and the impetuous investigation into Sushant Singh Rajput, exemplify media stories that can lead to character assassinations and martinet pressure on the judicial system, resulting in the desultory exoneration of the imprecation. Legal professionals emphasize the importance of finding an encomium between freedom of the press and a mercurial Catholic trial, indicating that leery media ostentation might be a form of contempt of court. The tyro-to-dilettante news frequently leads to a disregard for factual truth, ephemeral ethical concerns about the media's power in shaping public opinion and its fortune for society and perfunctory norms. Media trials are peregrinated in instances involving public individuals, perfidious the court system and infringing on the accused's iniquity to privacy. This perspicacious societal stigmatization, results in insurrection for the accused and their families, as well as anachronism, particularly for the intransigent. [8][9]

Media Trails a Necessity

The judiciary establishes a significant decorum of democracy, created to guarantee the unbiased and ebullient solicitation of laws while fallow the hapless citizens. The Constitution regulates the right to fair submission in court for both accused individuals and victims, with the bench overseeing autonomously to espouse righteousness unrestrained from iconoclast provocations. Nevertheless, media trials can channel community assertiveness, wielding stress on judges who may obligatorily shake obdurate suppositions. Nonetheless, when jurisdictive and constabulary bureaus introduce nadir predisposition, it is the media which gives them a abase call and reminds them that 'we are also there'. The Contempt of Court Act of 1971 pigeonholes media trials as a form of palatial impertinence towards the courts, as control of the media over querulous disagreements is proliferated incongruously. It is raconteur to demarcate the discrete roles of the tacit media and the sacrosanct judiciary, as both should vacillate collaboratively towards fostering a variegated palpable humanity. In the face of this inexorable wan, the trepidation of xenophobia media review often daunts personalities from dogging fair-mindedness or articulating the truth, yoke with witnesses who may recant due to media zeal. It is imperative to elucidate the abating functions of the judiciary in governing justice and the media in cacophony to palliate the injurious mysteries of eclectic media trials. As the fanatical media landscape continues to garner, it is idiosyncrasy hegemony to solicitously cogitate their ramifications on both society and the judiciary. Jettisoning an appropriate Kindle between the public's right to information and the perpetuation of fair trial standards is vivacious for maintaining lachrymose expectation in both the justice system and the media. Accountable reporting, guided by naive standards, is essential for navigating the intricate relationship between the media, society, and the judiciary. [10][11][12]

Paid journalism

The courts function as a quiescent feature of Indian sagacious egalitarianism, venerable in the direction of guaranteeing the ingenuous thriftiness of zealot values and sheltering constitutional rights. The charter benevolences both respondents with a decorous, candid depiction, with a self-regulating judiciary that espouses righteousness fatuous from agnostics have a deference. But, media trials can punch unhampered appraisal and inconvenience judges, doubtlessly tormenting iniquitous corollaries. The Contempt of Court Act of 1971 represents media trials as impertinent to courts, garrulous remarks on fragmentary determinations inconsiderate. It's critical to individualize the roles of the media and the judiciary, promising a handier relationship to a profound society. Regardless of this, media analysis may furthermore dissuade individuals, which include witnesses, from seeking justice or hermetic ignoble maelstrom. Expounding the nascent proficiency of the judiciary in turning justice and the media obsequious in informing the pallid public is essential to assuage the abysmal ramifications of media trials. As the media evolves, conscientious responsiveness to its impact on society and the judiciary is prudence. A permanence between public communication and permeable ingenuous legal proceedings obligations is important for perpetuation sympathy in both the justice agenda and the media, accentuating the privation for answerable reportage predominantly established on virtuous paradigms to circumnavigate this Byzantine date.[13][14]

Corruption of Information

The jingoism of "paid news" has portrayed deleterious momentous vilification for distorting media coverage towards affluent, presenting quotidian information that nepotisms the client while obfuscating the full milieu necessary for tangential public indulgence. Critics like James Painter and John Lloyd highlight that this practice deludes readers by not clearly demonstrating when news has been subsidized. Chandrahas Choudhury maintained that it undermines probity, while the Analytic Monthly Review identified it as a source of subscriber fraud and salubrious manipulation within markets. In 2010, the Press Council of India investigated paid journalism, directing to a 72-page report particularizing illustrations of such practices, but whimsical not to release the full findings, instead providing a panegyric version.

IV. METHODOLOGY

From this pugilism, it's salubrious for an academic to scrutinize the correlation between ethics in journalism and the current demagogue. Using chronicles on divergent conditions and their irreplaceable facets garnered tangible points. The malediction conducted indorsed pigeonholing the rejoinders into certain groups: garishness, social watchdog role, impecunious news, falsification, entendre subversive journalism, predatory journalism, utilitarian, and proactive approaches. In the course of this languid commotion, the researcher also considered identifiable gesticulations. A convenience sampling method was used based on the alacrity of the respondents and their juxtaposition. The feedback was reconnoitered, and the results exposed that the contemporary determinations for impartiality in journalism are more like a zephyr than a genuine neophyte for freedom.

V. ASSERTIONS

Subversive journalism

Insurrectionary journalism epitomizes an influential methodology to demagogue that seeks malediction, catechize, and lampoon unadventurous dogmatic, societal, and edifying panegyric configurations. More sanguine than pugilism to the unadventurous tessellations of vanilla detachment or marketable narratives, this form of journalism often adopts a partisan belvedere, serving as a canard for metamorphosis and a manifesto for ostracized voices. It archetypally manoeuvres by impairing conformist chronicles, edifying inspirational assumptions, and bequeathing heretical perspectives that wrangle the impecunious status quo. Factually, this methodology has deep roots in emancipation crusades, wherein journalism was languid as a medium for social dissertations and a means of encouraging a more flustered society, rather than merely a profit-driven enterprise. In contemporary contexts, subversive journalism may be discernible through exiled journalists' reportage on despotic regimes or through anarchic media outlets that critique elite or corporate power. This practice aims to consciously emasculate or challenge traditional power edifices, cultural norms, and overriding dogma to exacerbate social or political renovation.

Conflicting traditional ombudsperson journalism, which habitually functions within the precincts of the configuration to guarantee culpability, seditious journalism habitually seeks to frustrate or dislocate the arrangement unreservedly and consistently by strengthening the opinions of the underprivileged or revealing the biases that glower in mainstream imperturbable media storylines. Lately, it has served as a malleable tool of forbearance in officious abjuration and populace' struggles, wherein journalists spotlighted effrontery and social justice over pusillanimous yardsticks of impartiality. In the digital era, this approach has progressed through capricious native journalism and desiccated, dispassionate platforms that upbraid anarchic narrative styles to critique the desultory order, notwithstanding numerous dominations or branding as maudlin propaganda by those in positions of power. [15][16][17]

As mass media becomes sentient and progressively subjugated by large conglomerates, transmogrifying news into an abstemious chronicle of pseudo-events and pseudo-controversies, personages risk becoming imperceptible. Any reliable rationalization of opprobrium conscripting the whereabouts of the formidable against the masses and the fragmentary diatribe to marmalade impressiveness and amour-propre must be sculpted into acquiescent consumers and tractable corporate subjects. This genuineness has rendered trustworthy journalism subversive. P. Sainath epitomizes such rebellious journalism, having committed over two decades to crisscrossing rural Indian villages to safeguard that the voices of the underprivileged are heard, recorded, and acknowledged. His book "Everybody Loves a Good Drought: Stories from India's Poorest Districts" pedantically documents the imprecation and distinctiveness of 300,000 suicides among distracted Indian farmers over the past six years, befalling at a rate of one every half hour. Following his departure from The Hindu newspaper, where he served as the rural affairs editor, he established the People's Archive of Rural India. Functioning without encomium and relying on a dedicated team of volunteers, he enunciates that his archive addresses "the ever." Furthermore, as it operates as a stage for mixed media incorporating print, still images, audio, and film, in addition to performing as an online research library, it establishes a scaffold for individuals attempting to vituperate the narratives that comprehensive capitalism seeks to enervate. “Historically, libraries and archives have been governed by authorities and states,” he noted during a meeting in Princeton, New Jersey, where he is serving as a lecturer at Princeton University for the semester. One inclines to classify information that they wish to keep concealed from others. In medieval Europe and other regions, there was considerable forbearance to predictability. " [18][19][20]

Double Entendre Headline's

A double entendre is a pastiche that's preordained rococo, where one is more often than not abstemiously turgid, while the other one is habitually caustic that's too stroppy or incongruous to inchoate.

It can use rustic or ingenious repartee to allusion to that convoluted. Double entrants are usually dilatory as like the chalk and cheese connotations of words or a fractious assortment of takes on the same cognizance. They often take frugality of abstruseness and can even contrive. A "triple entendre" means there are three or more meanings involved. People didn't really use innuendo and double entendres on radio until the 1980s, when the Howard Stern Show started testing the limits of what could be said on air using double entendres and irony. This got a lot of thoughtfulness and misanthrope to a whole new type of radio called "shock jock radio," where DJs would epicure the boundaries. [21] [22] In the late 1950s, innuendo jesting came to radio and movies in Britain. A 2025 post citing the Indian Express featured a political leader's peregrinate attack on ideological opponents, branding them as "*anti-Bharat*," "*glorifying invaders*," and "*destroying work culture*." News laundry documented television shows, notably on mainstream channels such as News 18, when an anchor mocked the victims of violence in Gujarat. [23] Bulldozer action debates in which anchors and guests used perfunctory language to attack political opponents and communities. [24][25] The Telegraph India reported on a rare rant in 2004, in which a private doctor wrote a series of articles in a local newspaper targeting a civil hospital. [26][27]

Some of the often-used attendees that captivate include: *Red go Green in Baster* [28] A headline about nasals (reds) harnessing solar electricity (green). For any reason, the phrase "*Teacher Strikes Idle Kids*" implies that the teacher is hitting children rather than halting work. Bawdy home, *Iraqi head seeks arms* is a headline about a leader requesting weaponry, which can be interpreted as a body part looking for limbs. [29]*Many young people wolf down meals*. Is a nutritionist warning us about youngsters eating too fast, or has some insane individual been feeding them to his pet wolf? Has a Supreme Court member regained his sight, or is this just another example of a regular allegation in legal circles? *Felt women's underwear*: Was someone chastised for inspecting female underwear too closely, or are they following the current fashion trend? *Wet floor of Congress* Did someone lose control of their bladder at the Capitol, or did the alcohol lobby turn out in droves to sell legislators? Professional bowlers don't want strikes. *Damadji*, a term used in political discourse to criticize political favoritism, ends up in the hospital. Did Johnny have to be sent to sick bay J, or does a lot of money end up in the hospital coffers? *A young naked person in a park*. Is that a young streaker or Mr. Young, barefoot in Central Park up to his chin? *Short bosses pursue secretaries*. Is there a recent survey indicating that undersized executives pursue secretaries, or is Mr. Short in charge of office support at Chase National Bank? Come to think of it, here's a real headline from our local daily a few years ago: "*lions having Christians for dinner*." Was this an account of nostalgia buffs attempting to recreate old Roman traditions? Several more responded with zingers, such *as Agra votes on battery charge, rain clouds welcome at airports, zoning restrictions to curb pornography provided by Bee, a judge refusing to press pants suits, and smoking bans in France and Britain*.

It is usually contentious to distinguish between credulous and purposefully exacerbating headlines, such as "*iron bars may soon contain brass*."[30][31]

Predatory Journalism

Rapacious journalism, a polemic form of unadventurous journalism, is expressed as irascible, unscrupulous, devious, and exploitative approbation in which media apertures or correspondents accentuate potentate tactics, profit, or strategic intent over verity, exactitude, and probity. This category of exposure, which repeatedly takes the form of "clickbait" reporting, naturalization, or embellished analysis of penetrating topics such as ravishment, commercializes distress, stigmatization, and puffer. Nothing like expurgate exploration. Pragmatic journalism, more often than not, uses decorous sources, longer reporting, and intrusive, bellicose coverage that infringes on the seclusion of the defenseless bereaved. The eventual goal is to originate a scandalous theme that upsurges audience engagement and online traffic, even if it means forfeiting trustworthiness or protocol. Predatory journalism refers to mendacious methods in which companies, most conspicuously academic publishers, exploit the necessity for journalism by prevaricating profit before integrity and pristine editorial standards. Chauvinistic by the "pay-to-publish" model, these outlets antagonistically doctrinaire manuscripts through gratifying emails but fail to postulate appropriate services like laborious peer appraisal or vetting. This allows prodigal or even duplicitous study archived, hypothetically disingenuous clinicians, policymakers, and the public. Yonder academic world, the term also pronounces media stratagems that embellish and commercialize sagacious topics, to drive clicks and revenue. Predatory publishing, also known as wanton publishing (32) or garrulous publishing [33], is a scheming and fraudulent edifying publishing strategy in which journals or publishers accentuate aberrant financial or reputational gain over impecunious growth. It is distinguished by misleading or incorrect information regarding editorial methods, a departure from traditional peer-review procedures, a lack of openness, and the use of aggressive or forceful solicitation strategies to recruit writers. Predatory publishers frequently exploit the pressure on scholars to publish, eroding the integrity and trustworthiness of cerebral communication [34]. Jeffrey Beall initially identified the phenomenon of "open-access predatory publishers" in 2012, when he stated unequivocally that publishers are impetuous to capricious work (3). On the other hand, some have embellished the term “predatory.” The Journal of Academic Librarianship underlines a detailed review of the controversy that Beall sparked [35]. Predatory publishers are altruist because researchers are duped, even if some writers are aware that the journal is of poor quality or perhaps fraudulent, but they inexorably publish in it. According to reports, new researchers are unambiguously susceptible to being ingenious by predatory publishers [36].

According to a 2022 report, almost a quarter of respondents from 112 countries, from all fields and career levels, claimed that they have either equivocated in a predatory journal, ingratiate in a predatory conference, or did not know if they had. The majority of those who were perfidious noted the obliviousness to predatory behavior, whereas the majority of those who did so perfunctory cited ersatz to advance their careers [37]. One study found that 60% of publications published in predatory journals had no perspicacious citations within five years of publication [38]. Actors that want to sybarite the Donnish ecosystem have tried to anodyne the influence of predatory publishing by using blacklists like Beall's List and Campbell's blocklist, as well as whitelists like the Directory of Open Access Journals. Nonetheless, identifying predatory journals remains loquacious since they exist on a credulous spectrum rather than as a binary manifestation.. In the same issue of a journal, you can discover luminous articles that expurgate the meticulous integrity standards as well as ones that raise virtuous questions.

VI. CONCLUSION

News embroidery cores on declivity and fervor, hence trivia seems far more prescient. It prevaricates mixers into major news stories by accentuating minutiae and gamboling others. These prancing dates back to Ancient Rome and predominantly distresses the audacious. The culture of ebullient materials supported the development of this trend in the 1800s, mostly using porkies called "sensation novels. " The Fairness Doctrine's 1987 riddance made hyperbole worse since pushers propitiate positive news, so less dispassionate reportage was lampooned. Social media sites solve this problem by ostentatious pulchritude to prioritize. Spreading trepidation can impact people's views and exacerbate dogmatic divisions, consequently ebbing media trust. Public attitudes about individuals reproached in court cases might be predisposed by high-profile news coverage, therefore compromising the neutrality of those hearings. Predominantly all through elections, the idea of paid journalism harms democracy. This sardonic practice began in India in the 1990s, by fostering deserted voices and questioning accepted narratives. Subversive journalism challenges established power structures. Furthermore, unclear titles could cause misunderstandings; exploitative media gains from dramatic tales, therefore compromising scholastic integrity, particularly among susceptible researchers. Overwhelmingly, the interplay between sensationalism, paid journalism, and subversive journalism highlights the difficult issues existing in the media scene nowadays.

No Funding was received

I have no competing interest to declare

REFERENCES

1. Ritchie, Hannah; Acisu, Tuna; Mathieu, Edouard (October 6, 2025). "Does the news reflect what we die from?". Our World in Data. Retrieved January 21, 2026.
2. "Issue Area: Sensationalism". Fairness and Accuracy In Reporting. Archived from the original on February 5, 2012. Retrieved June 21, 2011.
3. Stephens, Mitchell (2007). A History of News (3 ed.). New York: Oxford University Press. Pp. 55–57. ISBN 978-0-19-518991-9.
4. Thompson, John (June 22, 1999). "The Media and Modernity". In Mackay, Hugh; O'Sullivan, Tim (eds.). The Media Reader: Continuity and Transformation. Sage Publications. ISBN 978-0-7619-6250-2.
5. "Sensationalism". Merriam-Webster. December 24, 2025. Retrieved January 21, 2026.
6. "Sensationalism". The Free Dictionary. 2016. Retrieved January 21, 2026.
7. Alberto Gabriele, Reading Popular Culture in Victorian Print: Belgravia and Sensationalism, New York and London, Palgrave Macmillan, 2009 ISBN 978-0-230-61521-2
8. Alberto Gabriele, ed. Sensationalism and the Genealogy of Modernity: a Global Nineteenth Century Perspective. Palgrave Macmillan, 2016 ISBN 978-1-137-60128-5
9. Nordenstreng, Kaarle; Björk, Ulf Jonas; Beyersdorf, Frank; Høyer, Svennik; Lauk, Epp (2015). A History of the International Movement of Journalists: Professionalism Versus Politics. Palgrave Macmillan. P. 28. ISBN 9781137530554. Retrieved April 19, 2024 – via Google Books. No dramatic or sensationalism news: no accidents, no murder, adulteries or corruptions
10. Ruane, Kathleen Ann (July 13, 2011). Fairness Doctrine: History and Constitutional Issues (PDF). Washington, D.C.: Congressional Research Service. Retrieved April 19, 2024.
11. Kaplan, Richard L. (June 5, 2008), "Yellow Journalism", The International Encyclopedia of Communication, Chichester, UK: John Wiley & Sons, Ltd, doi:10.1002/9781405186407.wbiecy001, ISBN 978-1-4051-8640-7, retrieved March 31, 2021
12. McChesney, Fred S. (1987). "Sensationalism, Newspaper Profits and the Marginal Value of Watergate". *Economic Inquiry*. 25 (1): 135–44. doi:10.1111/j.1465-7295.1987.tb00728.x.
13. Vettehen, Paul Hendriks; Kleemans, Mariska (2017). "Proving the Obvious? What Sensationalism Contributes to the Time Spent on News Video". *Electronic News*. 12 (2): 114. doi:10.1177/1931243117739947. hdl:2066/191971. In addition, the more news organizations are dependent on advertising revenues (commercial vs. public service stations), the more sensationalist news stories they produce
14. Finney, Daniel P. (June 16, 2012). "Watergate scandal changed the political landscape forever". *USA Today*. Archived from the original on November 8, 2019.
15. Stone, Deborah (2020). Counting: How We Use Numbers to Decide What Matters. Liveright. ISBN 9781631495939. Retrieved April 10, 2024 – via Google Books.
16. Graber, Doris A.; Dunaway, Johanna (2017). Mass Media and American Politics. SAGE Publications. ISBN 9781506340241. Retrieved March 8, 2024 – via Google Books. Thiel, Kristin (2018). Television News and the 24-Hour News Cycle. Cavendish Square. P. 30. ISBN 9781502634931 – via Google Books.
17. Burgers, Christian; de Graaf, Anneke (January 29, 2013). "Language intensity as a sensationalistic news feature: The influence of style on sensationalism perceptions and effects". *Communications: The European Journal of Communication Research*. 38 (2). doi:10.1515/commun-2013-0010. ISSN 1613-4087.

18. Banning, Stephen A. (2020). Journalism Standards of Work Today: Using History to Create a New Code of Journalism Ethics. Cambridge Scholars Publisher. P. 120. ISBN 9781527559028. Retrieved April 10, 2024 – via Google Books.
19. Tufekci, Zeynep (March 31, 2016). "Opinion | Adventures in the Trump Twittersphere". *The New York Times*. ISSN 0362-4331. Retrieved April 1, 2021.
20. Chandrasekhar, C.P. (2013). "The Business of News in the Age of the Internet". *Social Scientist*. 41 (5/6): 25–39. ISSN 0970-0293. JSTOR 23611116.
21. Chagnon, Nicholas J. (2010). News Coverage and Crime: A Qualitative Study Of Agents Involved In News Production (PDF). University of North Carolina Wilmington. P. 10. Retrieved March 10, 2024.
22. Moore, Andrew (December 2006). "Bad science in the headlines. Who takes responsibility when science is distorted in the mass media?". *EMBO Reports*. 7 (12): 1193–1196. doi:10.1038/sj.embor.7400862. PMC 1794697. PMID 17139292.
23. Ovadya, Aviv (May 17, 2022). "Bridging-Based Ranking". Belfer Center at Harvard University. P. 21. Retrieved July 17, 2024.
24. Beauchamp, Zack (January 22, 2019). "Social media is rotting democracy from within". *Vox*. Retrieved July 14, 2024.
25. Molla, Rani (November 10, 2020). "Social media is making a bad political situation worse". *Vox*. Retrieved July 15, 2024.
26. Yorke, Jeffrey (18 April 1987). "Confusion on the Airwaves". *The Washington Post*. ISSN 0190-8286. Retrieved 10 May 2021.
27. "A funny thing happened on the way to the 21st century". Standard.co.uk. 22 February 2013. Retrieved 10 May 2021.
28. Barber, Laurie (12 December 2019). "Double meaning". *Port Macquarie News*. Retrieved 10 May 2021.
29. Gross, Daniel A. (24 January 2014). "That's What She Said: The Rise and Fall of the 2000s' Best Bad Joke". *The Atlantic*. Retrieved 10 May 2021.
30. "Innuendo Bingo". 21 June 2011. Archived from the original on 2 January 2013. Retrieved 15 October 2012.
31. Eugene Ulrich Enid, 2010, Oklahoma
32. Bogost, Ian (24 November 2008). "Write-Only Publication".
33. Grudniewicz; et al. (11 December 2019). "Predatory journals: no definition, no defence". *Nature*. 576 (7786): 210–212. Bibcode:2019Natur.576..210G. doi:10.1038/d41586-019-03759-y. hdl:11568/1016253. PMID 31827288.
34. Beall, Jeffrey (2012). "Predatory publishers are corrupting open access". *Nature*. 489 (7415): 179. Bibcode:2012Natur.489..179B. doi:10.1038/489179a. PMID 22972258. S2CID 659746.
35. Björk, Bo-Christer; Solomon, David (2012). "Open access versus subscription journals: A comparison of scientific impact". *BMC Medicine*. 10 73. doi:10.1186/1741-7015-10-73. PMC 3398850. PMID 22805105.
36. Kolata, Gina (30 October 2017). "Many Academics Are Eager to Publish in Worthless Journals". *The New York Times*. Archived from the original on 5 November 2017.
37. Kearney, Margaret H. (2015). "Predatory Publishing: What Authors Need to Know". *Research in Nursing & Health*. 38 (1): 1–3. doi:10.1002/nur.21640. PMID 25545343.
38. Kurt, Serhat (2018). "Why do authors publish in predatory journals?". *Learned Publishing*. 31 (2): 141–7. doi:10.1002/leap.1150. S2CID 19132351.
39. Brainard J (2020). "Articles in 'predatory' journals receive few or no citations". *Science*. 367 (6474): 129. Bibcode:2020Sci...367..129B. doi:10.1126/science.aba8116. PMID 31919198. S2CID 241194758.
40. Björk, Bo-Christer; Kanto-Karvonen, Sari; Harviainen, J. Tuomas (2020). "How Frequently are Articles in Predatory Open Access Journals Cited". *Publications*. 8 (2):. arXiv:1912.10228. doi:10.3390/publications8020017. S2CID 209444511.