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## *Yellow journalism in pharmacy*

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## **Abstract:**

This journal article covers the various parts of miscommunication including their reasons, types and examples that is conducted intentionally or unintentionally by mass media among masses regarding the medicine industry. This journal will briefly sum up the various aspects of false and deceptive news and leads that are brought about by the news channels/portals or newspapers. Reviews and interviews of various known/unknown personalities of various Mass – Media personnel’s as well as of those in the medical industry. This journal aims at spreading awareness about how news about the medical industry is wrapped up or spiced up for some newspaper’s own interests and hence converting those into irreverent or misleading hoax/news [3] I primarily got interested in working with this piece after witnessing the kind of hoax and false news that were spread by different nation and worldwide news mediums amid this pandemic. And also, in the due course of compiling this paper I came across an article through open source ‘INDIA – MAGIC DRUGS & MISLEADING ADVERTISEMENTS’ by Priyanka Rastogi and the article ‘MEDICINE & MEDIA’ by Susanna Appel and Anna Larson. After I got through these articles which are primarily the two articles compiled till date on this subject, a conclusion was drawn that Media and News Medium, which is the source of information to almost more than half of the population of the world, often publish misleading or false news due to increased monopoly in this field. And in this monopoly of the media world, the most affected and influenced industry is that of the edicine, which is a very sensitive topic to be talked or listened of. The only motive of this research article is to make people aware that Mass Media is not the very authentic source of medical news these days. As more days passed authenticity has deviated from place and moved towards hoaxes and attention seeking materials which are oftenharmful if relied on blindly [5]