

# Media Screaming

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A large, abstract graphic on the left side of the slide features several thick, white, wavy bands that curve and overlap each other, creating a sense of depth and motion.

# Problem statement

Create a virtual cinema platform using IBM Cloud Video Streaming. Upload and stream your favourite movies and videos on-demand. Share the joy of movie nights with friends and family, no matter where they are located. Elevate the movie-watching experience with seamless streaming and high-quality video playback for a truly immersive cinematic experience!



# Solution

To create a virtual cinema platform using IBM Cloud Video Streaming, we can start by signing up for an account on the IBM Cloud website. Once we have access, we can upload our favorite movies and videos to the platform. Then, we can generate unique links or embed codes to share with our friends and family. They can simply click on the link or access the embedded video to enjoy the movie together, no matter where they are located. IBM Cloud Video Streaming ensures seamless streaming and high-quality video playback for an immersive cinematic experience.



# Causes of Media Sensationalism

- 1 Competition for Attention**  
Media outlets vie for viewership and readership, leading to sensationalized stories.
- 2 Profit-Driven Agenda**  
Sensationalism boosts ratings, ad revenue, and circulation, driving media outlets to prioritize shock value over accuracy.
- 3 24/7 News Cycle**  
The constant demand for news results in rushed reporting and overemphasis on sensational elements.

# Effects on Society and Individuals

## 1 Fear and Anxiety

Exaggerated and fear-inducing narratives can perpetuate anxiety and negatively impact mental health.

## 2 Misinformation and Manipulation

Sensationalism can lead to the spread of false information and influence public opinion.

## 3 Erosion of Trust

Excessive sensationalism contributes to declining trust in media and creates a disconnect between news organizations and the public.

# Relationship with Social Media

## Amplification of Sensationalism

Social media platforms allow sensationalist stories to quickly reach a large audience, leading to viral misinformation.

## Filter Bubbles

Algorithms prioritize content based on user preferences, reinforcing existing beliefs and amplifying sensational narratives.

## News Sharing and Virality

Users' propensity to share sensational news stories can contribute to their widespread dissemination and influence.

# Ethical Considerations

## 1 Journalistic Integrity

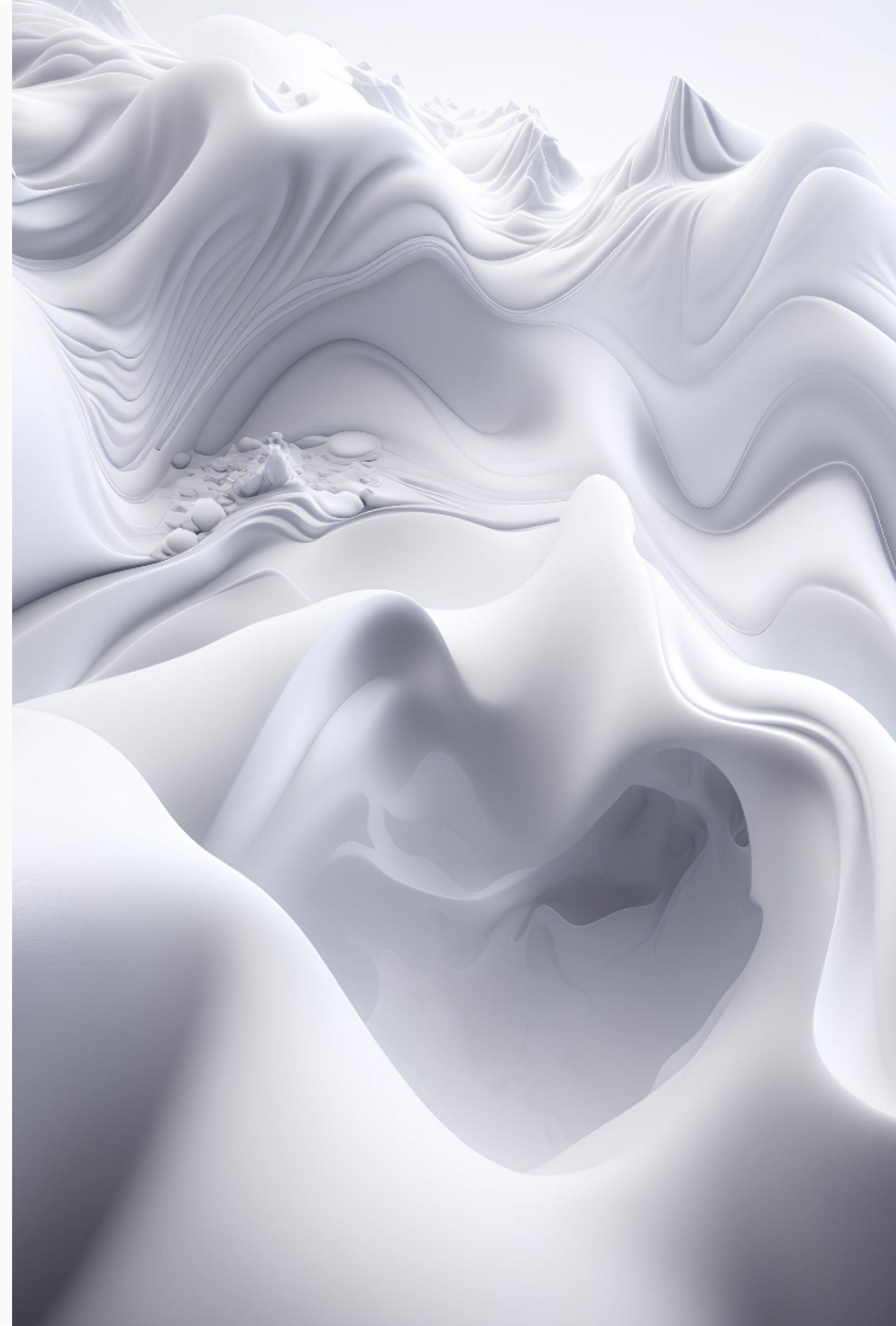
Sensationalism challenges the ethical responsibility of journalists to prioritize accuracy, fairness, and public interest.

## 2 Impact on Vulnerable Groups

Sensationalism can harm marginalized communities, reinforcing stereotypes and perpetuating discrimination.

## 3 Potential Consequences

Overreliance on sensationalism may result in serious consequences ranging from public panic to erosion of democracy.



# Media Responsibility



## Fact-Checking and Verification

Journalists should prioritize thorough fact-checking and verification to combat sensationalism.

## Diversity and Inclusion

A diverse newsroom can bring varied perspectives, reducing the risk of sensationalist, one-sided narratives.

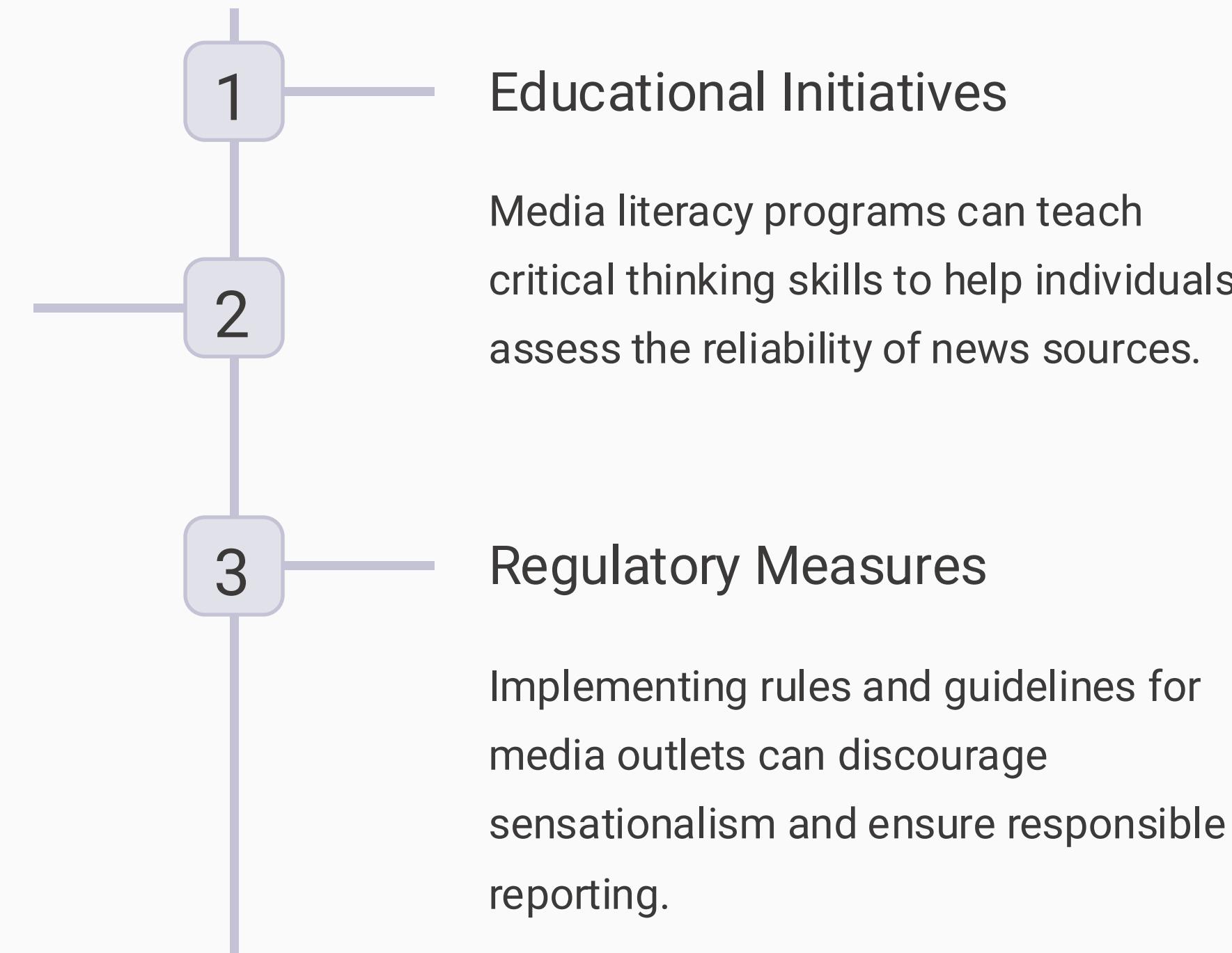
## Accountability

Media outlets should be held accountable for their reporting, with mechanisms in place to address errors and misrepresentation.

# Solutions to Reduce Media Screaming

## Responsible Journalism Standards

News organizations can prioritize accuracy, transparency, and thoughtful reporting to regain public trust.





# Conclusion

Understanding the causes and effects of media sensationalism is crucial in fostering media literacy, promoting responsible journalism, and ensuring an informed and critically thinking society.