

“Remembering Kobe Bryant through Various Medias”

Kobe Bryant, a distinguished professional basketball player, stood as one of the most influential figures on the court. However, on January 26, 2020, he experienced a helicopter accident that tragically resulted in his death, prompting millions worldwide to mourn the loss of this basketball legend. The theory that best aligns with this situation is the correspondence theory of truth, a subset of Inflationist theories. This theory states that the essence of truth resides in factual accuracy, a principle clearly applicable to the unfortunate reality of Kobe Bryant's demise. Substantial evidence, such as the presence of his daughter Gigi Bryant and six others on the ill-fated helicopter, further supports this factual basis. Numerous articles reporting on Kobe's death have adhered to the correspondence theory of truth by presenting accurate and verifiable information.

Media played a pivotal role during this event by swiftly and accurately disseminating the news of Kobe's passing. Publishers utilized various social media platforms to promptly inform the public. It is important, however, to acknowledge that not all media outlets and organizations maintain absolute accuracy. At times, these companies may exaggerate or overstate facts to create engaging and controversial headlines. To ensure the reliability of news articles before sharing, three critical steps must be done. Firstly, the credibility of the media outlet or organization must be assessed, with larger and more established entities, such as ABS-CBN and Inquirer, generally being more reliable. Nevertheless, even prominent organizations can face legal action for disseminating false or exaggerated news, as done by Rappler. Secondly, scrutiny of the author and the date of publication is essential. Ensuring the presence of an accountable author and verifying the timeliness of the information is crucial for assessing relevance to current social events. Lastly, confirming the authenticity of the website by verifying the correct URL is crucial, considering the rise of fake websites attempting to impersonate legitimate organizations, as observed in instances involving ABS-CBN and ABS-CBM.

Media proved instrumental in resolving and addressing the aftermath of Kobe's death. Numerous articles commemorating his life were published, and NBA stars offered sentimental reflections on his passing. Recognizing the media as a powerful tool for disseminating accurate information to the audience underscores its importance. The global acknowledgment of Kobe's death would not have been possible without the rapid and accurate announcements made by the media and news outlets.

REFERENCES:

Angelago. (2023, August 24). *Remembering Kobe Bryant: NBA Stars On Their Most Memorable Moments With the Black Mamba* | *Lifestyle.INQ*. Lifestyle.INQ.

<https://lifestyle.inquirer.net/473142/remembering-kobe-bryant-nba-stars-on-their-most-memorable-moments-with-the-black-mamba/>