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TOWARDS SPORTS JOURNALISM IN MALAYSIA

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Abstract

Good news writing is essential for every newspaper company either daily circulation newspaper or weekly. The project that the researchers researched on was based recent sport news headline that attacked and shamed national athlete. The purpose of this study is to find out the effect of bad news writing towards sports journalism. The method that the researchers applied in this case study is the qualitative method. The researchers conducted an in-depth interview with the public, media experts and retired journalists. The findings of the research showed that bad news writing in sports journalism can lead to the downfall of the sports news industry and can lose the public's trust in future news reports.

Keywords: Sports, Journalism, News writing, Consequences, Sports Journalists

1. Introduction

1.1 Background of the study

Lately, newspaper journalism in Malaysia is getting out of hand, especially in sports journalism. Newspaper journalist tend to write very biased and opiniated stories that can cause people in the society to riot. Inappropriate controversial headlines are commonly used to grab readers attention whether if it is in the newspaper or on the internet. Media professionals gave a term for journalist's exaggeration in creating catchy headlines with little or no well researched content as 'Yellow Journalism'.

Even if parts of the society think that Yellow Journalism is bad and should not be allowed in the news and media industry, the press and the industry usually put it up big on front pages in order to gain more profit and increase their sales due to the presence of many news industry competitors. This unethical is usually risky because sometimes organizations that felt like if they were threatened by the headlines and story content, the organization can sue the news department.

In August 2018, an irresponsible news department made an unethical move by criticizing the performance of Malaysia's athlete in skateboarding in the Asian Sports 2018, Fatin Syahirah Roszizi. Due to the headline and the content of the news labelling the athlete as Malaysia's disappointment, the athlete herself received lots of negative feedback from many netizens. Many rude critiques were shot at her till she felt very unsafe. Luckily, she was backed up by Malaysia's new Minister of Youth and Sports, Syed Saddiq bin Syed Abdul Rahman and the famous professional American skateboarder known to the world, Tony Hawk himself.

Journalists should be aware of what they write. Facts should not be mixed with journalist's personal feelings and opinions under a certain topic. Bad writing by journalist can cause multiples of negative effects towards many organizations in the country. In the long term, it can also affect the future of Malaysia's Journalism.