

## **Letter from the executive board:**

Dear Press Correspondents,

Journalism is one of the strongest and most impactful tenet of the contemporary world. This committee at SMUN 2019 grants you the power of an authoritative critique to establish your opinions and enables you to be a part of the conference in a way that no other delegate can be. We hope that at the end of three days you have left a mark just as we hope the experience will etch itself in your memories and leave you more erudite, confident and content.

There will be deadlines, lots of scurrying around, scores of requirements and flaring tempers ... paired with memories woven into the knowledge you attain and the people you meet. Dear correspondents, walk into committee equipped with shrewd observational skills and a nagging want to critically evaluate the proceedings around you and above all a will to remain canderous as you make an impact, and we assure you that the thoughtfully crafted quest ahead will leave you with an unforgettable experience. The agenda of the IPC is selected to ensure dauntless debate but of course the robust experience of the committee will not end here. The Press Corps are at liberty to saunter into committees and induce utter pandemonium with their press conferences while their reports and interviews stir up a storm of their own.

If you are a first timer, we respect your bravado and assure you that those nervous butterflies fluttering in your bellies might as well prove to be healthy.

Delegates are requested to note that extension requests with regard to pre-summit reports, other reports, interviews and walking late into committee will be frowned upon by the executive board for in the life of a press correspondent, every second is crucial and one cannot afford to be frivolous with it.

Head of Press: Khushi Bajoria

Editor-in-chief: Hita Chavda

Rapporteur: Chitkale Prakash

The **International** Press Corps of the United Nations is comprised of reporters, who each represent a news agency. Rather than representing countries in negotiations as delegates do, these reporters take on the unique task of summarizing and disseminating news of the happenings of the conference. Through the conference blog and a number of other mediums, reporters play a vital role in our simulation of the United Nations, just as the press is crucial to the success of the organization in practice. As an inter- governmental organisation, the UN, itself, serves as a platform for discussion between the nations of the world and their respective societies. It, moreover, promotes and facilitates cooperative ventures—most notably to secure international peace, such as peacekeeping interventions, but for a number of other causes too, like environmental protection and economic development. Speaking more broadly, the press serves to familiarize the public with the proceedings and initiatives of the United Nations, facilitating interaction between communities and their representatives a variety of issues. For some elements of the United Nations, this coverage is especially crucial. The press also encourages transparency and serves as a platform for discussion, it is a key component of accountability. Delegates at the UN are supposed to represent the opinions and interests of their countries and its denizens, and the reporting of the press corps allows the general public to check up on their representatives and exercise influence on them as necessary. Additionally, media organizations can magnify the voice of underrepresented or oppressed groups such as minorities by providing them with a platform to speak, or through investigative journalism, a kind of reporting intended to expose new details on important issues that might otherwise be overlooked. The presence of yellow journalism is counterproductive to the true purpose of the media and that is why we lay an emphasis on its immediate elimination.

As press correspondents of the IPC at SMUN 2019 the following things will be expected of you:

- 1) Pre-summit report: This is a document similar to a position paper. As press correspondents, you are at liberty to report any issue involving a violation of human rights. Preferably mirroring the views and writing style of the agency allotted to you. On the first day a round robin will be held where delegates are required to present a minute and a half long verbal report on their pre summit report.

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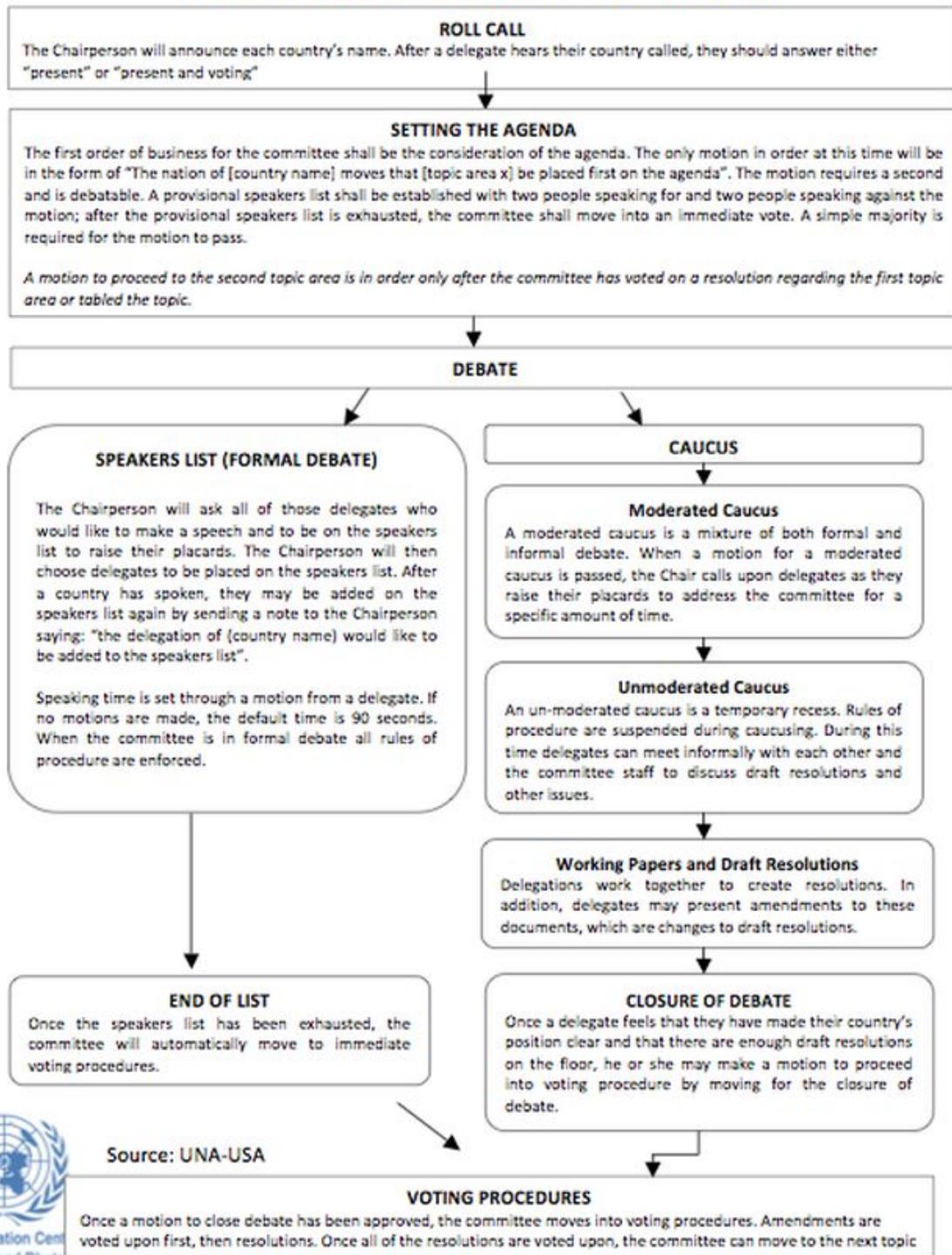
***Word limit: 450-500 words***

***Email to: ipcsmun19@gmail.com***

***Deadline: 24th August***

- 2) Delegate interviews: These are short interviews you can pen down with any delegate from the committee you have been allotted. As the press corps you are liberty to question them with regard to anything said or done in committee or anything with pertinence to their agenda.
- 3) Committee reports: Delegates of the IPC will be required to present a report on the happenings in the committee assigned to them at the start of session on Day 1 of the conference.
- 4) Press conferences: Arguably the most interesting part of an MUN conference, the press sessions are a great tool to hold the delegates accountable for everything they say or do in the course of the debate. These will be moderated by the EB of the IPC where the press correspondents must question delegates from the assigned committee and strive to bring truth to the forefront.
- 5) Deliberation on the agenda: Apart from their job as correspondents in other committees, the IPC delegates will also have committee sessions of their own where they are to discuss the agenda. For this, standard UNA-USA procedure can be followed (a copy of the same is attached below). Delegates may however choose to steer debate merely in the form of round robins or public and private sessions.
- 6) Press communiqué: At the end of deliberation with regard to the agenda, the committee will be expected to present a comprehensive and conclusive communiqué. Please note that pre-written documents are highly discouraged by the EB and any point in the communiqué that has not been brought up in committee is subject to being scrapped.

## Flow of Debate: Traditional MUN Model



## **Introduction to the agenda**

Yellow journalism is an exaggerated, exploitative and sensational style of newspaper reporting. It emerged at the end of the nineteenth century when rival newspaper publishers competed for sales in the coverage of events leading up to and during the Spanish-American War in 1898. Joseph Pulitzer had purchased the New York World in 1883 and, using colourful, sensational reporting and crusades against political corruption and social injustice, had won the largest newspaper circulation in the country. His supremacy was challenged in 1895 when William Randolph Hearst, the son of a Californian mining tycoon, moved into New York City and bought the rival Journal. It created a battle to produce the most eye-catching headlines, where the quality of reporting fell to the wayside and was replaced by fabricated stories that could generate impulse reading or gossip.

The two rival newspapers excited so much attention that the competition between them came to be described as “yellow journalism.” This all-out rivalry and its accompanying promotion developed large circulations for both papers and affected American journalism in many cities. The era of yellow journalism may be said to have ended shortly after the turn of the century, with the World’s gradual retirement from the competition in sensationalism. Some techniques of the yellow-journalism period, however, became more or less permanent and widespread, such as banner headlines, coloured comics, and copious illustration; in other media, most notably television and the Internet, many of the sensationalist practices of yellow journalism have become more commonplace.

## **Features of Yellow Journalism**

- Frequent use of multicolumn headlines that sometimes stretched across the front page.
- Variety of topics reported on the front page (news of politics, war, international diplomacy, sports, and society)
- The generous and imaginative use of illustrations, which includes photographs and other graphic representations (locator maps)
- Bold and experimental layouts, including those in which one report and illustration would dominate the front page. Such layouts sometimes were enhanced by the use of color.

- A tendency to rely on anonymous sources, particularly in dispatches of leading correspondents.
- A penchant for self-promotion, to call attention eagerly to the paper's accomplishments. This tendency was notably evident in crusades against monopolies and municipal corruption.

### **Yellow Journalism Today:**

Today, with the high competition for readers' attention online, this is the world we still live in. The shift is nearly complete from physical newspapers to online-only sources, and with that comes the need to drive viewers to sites. The result is image-heavy content, short video clips, bold and outlandish headlines that the reader cannot resist clicking. The quality of reporting and pure writing is no longer a priority. After all, who is going to read the words if no one visits the site? A very common example of yellow journalism within today's technology may include clickbait articles on social media. Clickbait is the same thing as a sensationalized headline on a newspaper, only digitized. They are headlines that are simply another way of keeping up with the competition of other news organizations. Although yellow journalism has advanced within the expanded technology, there is still evidence of it within the printed publications of today.

Fake news is far more dangerous to readers compared to clickbait articles. The latter might cause frustration and provide a poor experience, but the former can leave people misinformed about significant current affairs. Throughout history, media has been used and misused to shape public opinion. It enabled propaganda machines and often pushed harmful political agendas and fabricated realities forward. The only difference now is that fake news is far more shareable thanks to online media and requires far fewer resources to produce and disseminate. Research has shown fake news travels six times faster than fact-based news. Why is yellow journalism still thriving? It's easy to create a blog these days. One can self-publish an ebook in 15 minutes (that is an exaggeration, but honestly not by much). There are social media platforms for anyone to say anything about any topic. The point here is that there is no shortage of content to absorb — and it is being produced by all. Amateurs have to compete with the professionals, the experts, but likewise the large media corporations are under pressure more than ever to fend off these pesky bloggers and generate unique visits to their sites. Is any of this going to change anytime soon? Not likely. We live in an increasingly competitive world, and as long as the competition rages, media corporations — any content producers, for that matter — will continue doing whatever's necessary

to gain clicks. That's why, not only is yellow journalism thriving in today's digital world, but it's here to stay.

### **Where can journalism go from here?**

When someone who is supposed to be the guardian of truth lies to you or betrays your trust, it's not that hard to see it brings a fiery issue to the fore. Publishers need to move away from yellow journalism and stop providing cheap thrills, instead, focus on bolstering their integrity in the digital arena. This is important, not just for the sake of business continuity, but for the sake of keeping the public properly informed too. You delegates, must determine what the world community can and should do with regard to yellow journalism.