



## Closing Gaps in Medical journalisms From Mass Media to Peer-reviewed publications

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### Commentary:

Recently generated evidence showed that there are many issues and gaps needs to be closed at Medical journalism, and wide abusive behaviors has been identified over there, these all can significantly contribute to creating risky cultures among target populations, Medical journalisms is remarkably diverse, e.g. Medical journalism designed and approaching the general population, usually includes health-related information coverage in much general news media as well as in specialty medical publications, yet the medical journalism for doctors including all kinds of health care professionals, normally appears in peer-reviewed journals. One of the big gaps needs to be closed is the accuracy issue of medical journalism which varies widely. Revising mass Media publishing have been showing most of the time unsatisfactory stories. Yet an example of excellence can be identified frequently. It has been revealed that most errors in mass media publishing were due to repeating errors in the original journal articles. Major part of inaccuracies and speculations, originated from the Divers between the scientific community and the general public as well as the lack of knowledge by reporters, insufficient time to prepare an accurate report, as well as lack of space in the publication, almost big portion of news articles is failing to discuss an important issues like evidence quality, costs, and risks versus benefits.

The is always a large gap when it comes to deciding what is newsworthy, divides the scientific and journalist communities. The current nature of peer reviewing followed in the scientific community; create great difficulties to report interesting advances in scientific discovery. Thus, a focus on the negative aspects of medicine and science will be generated; which allow journalists to report on doctor's mistakes and the results misconstruing of research. Nevertheless, journalists have also broadcast their promising initial research to the media in attempts to secure future funding, but not the only ones to fault as scientists.

Conflicts of interest are one of the major challenges of encountering medical journalisms. Sponsoring journalism contests which carry large prizes in cash or on overseas trips is always the case by the pharmaceutical industry. Health Care Journalists association (AHCJ) is often urging journalists to consider such contests before entering, as most journalists avoid. The Center for Excellence in Health Care Journalism does not deal with industry funding. The National Association of Science Writers does not accept such funding. Due to the changing nature of news at media, more reporters accused has been to work freelance, Beyond an out of the margins of traditional news agencies like metropolitan newspapers, that prove to created different ways to sidestep conflict-of-interest standards, The other potential risk is the effect of corporate investments in research funding. As appreciated by scientific researcher, it may create conflicts with journalists that see this as profiteering.

Wrong or misleading information about health care often conveyed to the public when delivering Health-related messages. Especially when the reporters are not aware fully, or cannot convey the results of clinical

studies, and fail to supply a reasonable context. A "communications storm" approach by mass media to shift attention to a single health issue is another potential risky example. The public can be easily swayed to a certain point of view due to the lack of health knowledge in the general public, this can easily create a situation where a that is cast in the manner in which information is reported, which may create an unhealthy reaction with the illness. Individual's quality of healthcare can be significantly impacted by Medical journalism. Many people will now question doctors about new medications and treatments for their conditions, by the relative ease at which information can be obtained on the internet. In other examples, many people now a day's compare their symptoms, real or imagined, to various illnesses in attempts to diagnose themselves. The lack of knowledge or a lack of the ability of the individual to apply the health information once found resulting in seeking health care is remarkably growing phenomena. Training on Medical journalisms skills and techniques is still recognized as the major gap, few of universities and institutes globally offer training courses and programs for undergraduate, postgraduate or diploma level.

Media is still one of the main players and carrying out a crucial role in disseminating health information. As accurate health news is significantly important and vital, a national professionalism in health journalism programs needs always to be considered, Challenges of accurate health reporting has to be always on the top of national health agenda, lack knowledge a, specialized training for the dissemination of health news are still among the major challenges. By the dissemination of health news, promoting of medical research, and health policies, mass media will stay as a key player in disseminating health news, impacting the knowledge and health attitudes and practices of the public, and finally improved public health.[confidently, we can say that the impact of media on public beliefs is so significant that always people adopt a new treatment due to the latest health news they learn about through the media. Not only that, but also, media affects the decisions of doctors, policymakers, and health professionals at a wide base as recently generated evidence revealed.

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