PLAGIARISM CASE OF SOTTO: A CRITICAL ANALYSIS OF OBJECTIVITY ON THE EXTERNAL CONDITIONS IN NEWS REPORTING

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Abstract

This descriptive study was conducted to measure objectivity on the news reports written about the plagiarism case of Sotto through the influence of external conditions in news reporting. The results showed that the news reports written about the plagiarism case of Sotto failed to present the elements of objectivity including truth, relevance and balance. Through the influence of external conditions in news reporting, the news writers were affected in terms of access to relevant sources, budget, time and space constraints. This study concluded that the news reports written about the plagiarism case of Sotto were not objective through the influence of external factors in news reporting. The concept of objectivity was quite impossible to attain in reporting such issue. News reporters have neglected the effort of extensive research in gathering facts and information. Newspaper publications had caused such negligence especially through cost and space limitations. From this, newspaper publications must review journalism guidelines for ethical principles in journalism to be applied in news reporting. Such industries must also allot more budget in terms of data gathering. There must also be a financial report requirement from news reporters to carefully monitor finances in news reporting. Seminars and workshops must be implemented for proper training of journalists and news writers.