

Principles Of Ideal Health Journalism and Broadcasting: Opinions and Recommendations from Türkiye

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Abstract

The general aim of this paper is to define how ideal health journalism and programming should be in line with the opinions and suggestions of media and health professionals, experts and academics. The research design consists of three phases. In the first step, based on the literature review, opinions and suggestions on what ideal health journalism and programming in newspapers, magazines, the Internet and television should look like were gathered. In the second step, semi-structured interviews were conducted with 30 people using an interview form consisting of 12 separate questions, such as topic, news sources, broadcast language, visual elements, ideal health journalism, health editing, health programming, ethical principles, monitoring and future suggestions. In the third step, the results were transformed into an online survey form consisting of 17 questions in order to reach a larger number of participants. So far, the opinions of 67 experts have been received. In general, the results show the main points that should be considered for health journalism and programming in an ideal sense. While evidence-based, informative and awareness-raising broadcasting, accuracy and reliability are defined as the most basic principles, broadcasting in a language and style that the public can understand, training in health journalism, giving importance to specialized health journalism, establishing a health editorial system and improving the level of media and health literacy of the public stand out as the main ideas and suggestions.

Keywords: health communication, healthcare reporting, healthcare broadcasting, healthcare journalism, media ethics