

# News Inflated to Sell More Copies: Yellow Journalism

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If the front page of the morning paper carries words like 'Shock' and 'Outrage' in letters as big as your palm, almost anyone will take a second look. Often the story turns out to be nowhere near as dramatic as the headline, but by then the paper has already been sold. When putting sales ahead of accurately reporting the facts, the press tends to end up looking like this. The term for this style of reporting is 'Yellow Journalism.' Yellow journalism refers to sensational reporting practices that stir up readers' interest with eye-catching headlines and exaggerated content in order to increase