

**May 8, 2012**

**All Editors of NBA**

**Advisory on Use of Adjectives & Hyperbole**

Recently, the News Broadcasting Standards Authority considered a complaint, whereby grievance was made in regard to the use of the word “tainted” in relation to an office bearer of a sports association which was out-of-context insofar as the news being reported was concerned.

While considering the above matter, the Authority also referred to reports in the electronic media regarding the former C.V.C Mr. P.J. Thomas wherein he was also unjustifiably branded as “tainted” in news reports.

In light of such instances, the Authority deems it appropriate to issue the following Advisory:

1. In telecast of news items, broadcasters must not use words that tend to be judgmental, in the sense of being disparaging, denigrating or scurrilous;
2. The role of the news media is to soberly report news in a fair and balanced manner, by providing adequately verified information in order to help the public form opinion on various issues ;
3. While it is perfectly legitimate for the news media to report on matters with a view to exposing corruption or other issues of general social concern and relevance, it is not the mandate of the media to sensationalize matters by use of hyperbole or by making exaggerated statements;
4. News channels should desist from using “adjectives” which colour verified facts/news with personal opinions of journalists, such as by use of the words “tainted”, “killer” “cheat” etc. ;
5. It must be borne in mind that the news media have no claim to any special privilege or license to malign any person or organization.

Kindly circulate the same to all concerned in the Editorial/Production teams. It is expected that strict adherence of this Advisory would be ensured to avoid any violation, which may attract action.

Annie Joseph  
For & on behalf of  
News Broadcasting Standards Authority



CC: *All Members/Legal Heads of NBA*  
*Chairperson & Members of NBSA*