Article Reflection

[Name of the Writer]

[Name of the Institution]

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 The article by Julie Leask and her peers focus on the exploration of the ways journalists select and form the news related to the healthcare problems in Australia. As it is well known that the media has this enormously influential role with the response of the public about healthcare, it is essential for the awareness of healthcare issues. Many researchers have centered their attention on the media role in the creation of health understanding and mindfulness. This article includes a study in which sixteen journalists were interviewed on semi-structured style between October and August of 2006-2007 (Leask, Hooker & King, 2010). These journalists were from many types of media centers and ranks.

 The outcomes of the interview gave significant concerns and issues related to healthcare reporting for the journalists and also the interests of healthcare professionals. The primary findings of this article were that journalists endeavored on routinely bases to adjust unique and contending points while conducting the quality news reporting and functional limitations (Leask, Hooker & King, 2010). The authors distinguished among these limitations through an inspection of routinely newsgathering schedules of the journalists, including time, limits, opportunities, and due dates. Further constraints included the selection of the news and framing the edge, exploring and citing sources, and the ethical considerations of reporting.

This examination meant to distinguish the ways journalists of every segment of the print media industry do jobs inside their associations to choose, form and convey the reports related to healthcare. The examination offers proposals for general wellbeing experts in accomplishing all the more successfully with the media. This investigation featured that time limitations and access to stories of healthcare sector (Leask, Hooker & King, 2010). They additionally discovered that the subsidiary idea most of all stories cultivate the similar pattern in the story, also keep the level as of basic reporting. Journalists had the same uncertainties from the healthcare experts related to the understanding, precision and societal effect of the coverage (Leask, Hooker & King, 2010). The authors also depicted the significance of the excellence of wellbeing and medicinal journalists: having standard dimensions of specialized information to enable them to amplify dedicated precision; consult to the producers and editors for the determination, as well as the point of therapeutic stories, by assembling and continuing the systematic of resources.

There are certain limitations in the study, as it is restricted due to a moderately lower rate of media experts and not gave the full investigation about the way a specific job impacted the creation of stories or news. Moreover, center point of this study was to comprehend the reporting of avian flu, which also limits its practicality over other issues. However, critically this study proposes that improved advocacy of general wellbeing resulted the suggestions the wellbeing experts, and also the journalists, i.e., timing, accessibility, availability of resources, individual communications, organized way of handling and considering moral qualities.

Despite the future media scene, the authors contended that communicators of general health should be tactical in the way of working with the journalists; all the guidelines related to the communication with the media channels must be kept in mind. Thus, they can lower the burden by making higher advantages of modern media settings. However, I have experienced the use of media in healthcare while conducting a campaign about breast cancer in an eastern country.

**References**

Leask, J., Hooker, C., & King, C. (2010). Media coverage of health issues and how to work more effectively with journalists: a qualitative study. *BMC public health*, *10*(1), 535.