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 **Fallacies**

Media is growing faster with time and competition is increasing day by day. Fallacy on news channels and social media is observed as a critical issue. Public belief what they see or read on media which increase the responsibility of media to share authentic news with the audience. However, some people take advantage of the media to spread rumors or unauthentic argument. The most common fallacies that can be observed is the performance of the government. Political parties use media as a source to degrade rival parties or government. For instance, talk shows often support one of the political party which results in false data or news about the other parties (“6 Common Logical Fallacies in the Gun Debate”). Even the advertisement shows fallacies which hide the negative aspects of their brands and only highlight the advantages to attract the customers. Social media is the most common platform nowadays where anyone can share information or news but many people use this medium for fallacies. Media is the source of news and awareness, therefore, it is important to share authentic news on it. Media representatives try to share the news before any other share it to get the credit and more public response which often results in fallacy. Different news and pictures with wrong details get shared by anonymous people without any legal or authentic evidence. It results in propaganda, hatred, and sometimes threads among people. For instance, news about bomb thread get circulates on social media without formal announcement made by law enforcement institutes which results in thread and fear among people. The false news about celebrities, government, institutes, and even nation put the negative image in front of people who read it (Ferrer). It can be formal, informal, or mathematical fallacy but it is the fact that sharing of false news is easier than correcting it later, therefore, media representative should avoid fallacy and share authentic content with the audience (*Frontiers | The Impact Factor Fallacy | Psychology*).

**References**

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