

Maxim Tapsell

1900906

The impact on the mainstream media on Policing & Public confidence.

The media and the police force have always worked together closely. Whether it be in the favour of the police or the media. The media and the Police can work together in perfect harmony however on some occasions they can collide through the way their jobs are operated. This can come by leaked reports, false reports, twisting words and many more. The media can change perception of the way police operate and behave to the public eye. This can come through crime programmes, social media recordings and music. All of these can affect the public confidence in their police force therefore making their behaviour change when the police are in appearance.

The public confidence in Police is vital to help the police do the best job they can in the most effective and efficient way. Public confidence is also vital to have in the police force as it can help the public stay safer as they will be more likely to report crimes and give information if they become witnesses or victims of any crimes. 'Crimes closed because the victim did not support the prosecution 22.6%' (BBC.co.uk, 2021) Despite this statistic not being super high, it does also show the low amounts of public confidence as the prosecution of a crime is not being supported or being believed in. This can be because of the low percentage of people that actually do get prosecuted

and charged for their crime. 'The constabulary inspector said a suspect was charged in just 7.8% of crimes in England and Wales in the year to March 2019.' (BBC.co.uk, 2021)

This statistic is staggeringly low and needs to be drastically improved for the improvement of public confidence. The media can impact these statistics massively. The reporters for the media companies on occasions will sit in court rooms and observe and note down cases read out to report about. However, some people do not feel comfortable about this and prefer to stay in confidence. This can impact the decision to allow the prosecution to go ahead as they would rather just get on with their day to day lives without their personal lives being spread about.

The media has always been loved and hated by the public. The public's perception of the media is constantly changing by the month due to the variety of reports and media files published. There have been cases in which the media have published an article which should not have, this can anger the public and change their perception of the media companies themselves. An example of this is when the well known newspaper named 'The Sun' had made a report on the Hillsborough disaster in 2012, 23 years after the Hillsborough disaster occurred. The newspaper had blamed the fans for the disaster rather than the real direction of blame which was the Police at the event. 'It highlights a concerted campaign by senior officers to smear the innocent by fabricating lurid allegations about Liverpool fans — and then feeding them to the media.' (Thesun.co.uk, 2021)

Despite this, the public perception of the media can also sway into the good books. The media is also vital in the role of the police. All public services in the United Kingdom, especially the Police force, have multiple social media accounts. All of these social

media accounts serve a purpose in ways which include missing persons reports, crime awareness in certain areas and case updates on popular cases in court. The media companies with huge followings in local areas or nationally will also share these reports by the police or the public to spread awareness on the matter and to keep the public informed.

There are many forms of media used. These include social media apps such as facebook and twitter. 'As of the first quarter of 2019, Twitter averaged 330 million monthly active users' (Statista, 2021) Another form of media used is through newspapers. Newspapers are not so much as used in nowadays society, however they do still do their part in reporting media. Newspapers have a smaller target audience in the sense that it's usually the older aged population that read the newspaper due to their lack of technological understanding and prefer to pay a small price for their preferred and understood method of viewing news and media.

A growing and more popular form of media is through the use of a podcast. Podcasts are growing so rapidly in popularity due to podcasts being similar to the radio and the fact that both the older audiences and younger audiences tune into them. This spreads news, reports and important media at a rapid pace and can impact the police in a substantial way. It can help the Police pass information through to the public with ease and in a clear manner. The police can pass this information across by interacting through email and requesting that their information gets reported on and announced clearly and informatively.

To conclude, the impact of mainstream media can have a positive or negative effect on all forms of policing. The media can be the Police's best friend when investigating a case and can be a trustworthy friend when feeding back any information from the public and their contacts in the industry. However, the media can also prove a foe to the Police and impact them in more ways than one. This can be from the leaking of confidential information by the media or by producing a bad perception of the police job by the twisting of words and reports of false information on a case. This leads onto the impact on the public's confidence in the police. I believe that the media is the most powerful and impactful group method of doing anything in the world. The media has the power to change perception in the blink of an eye, and if the media is not fond of someone or something they can change the perception of the public to have the same viewpoint as them. This can be damaging to the public confidence in the Police and that further damages the police's ability to do their job effectively and efficiently.

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