The Role of Tabloid Journalism

The role of tabloid journalism is to keep people entertained. It is a very profitable industry that helps fuel the economy, and it gives ordinary people the opportunity to gain fame and fortune. People love to hear about the scandals, heartaches, and joys of celebrities, politicians, and other high-profile figures in society. These aspects of everyday life normalize people who appear untouchable.

The super-rich beauty queens and handsome studs seen on the red carpet and the covers of magazines are normal people who have common problems. Some people forget this and have an image of celebrities that is impossible for them to live up to. Tabloids portray them as they are--regular human beings.

Tabloids pay thousands of dollars for pictures of celebrities going grocery shopping, looking a mess, or in the company of someone other than their spouse, and profit millions of dollars from people who want to see these pictures and read the stories. Without demand, there would be no supply. Without tabloids, people would be forced to hear only the hard news that affects society in general. The absence of tabloid journalism would cause a loss of millions of dollars in circulation and as a result, hurt the economy.

Tabloid journalism has also played a major role in bringing stardom to ordinary citizens who have never acted, sang, or danced. Their fame is the result of anything from having an affair with a famous athlete to having eight children in one birth. People who obtain such overnight stardom go on to write books, appear in magazines, on talk shows, and some even star in their
own reality shows. These people capitalize on the public interest in their private lives. People love drama, and tabloids put it out there for everyone to see. That is tabloid journalism’s role in society.