**What`s in a Name? More than you Think**

**Article Summary**

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In his article “what`s in a name? More than you think”, Joe Saltzman describes that how American media manipulates and try to hide the actual news from the common public by using fancy words and phrases. The main goal of the media is to bring the truth in front of people, the ultimate reality by which common public can have better judgment and suitable understanding of the matter that is under issue. News channels are really interested into more and more about showbiz industry and are unable to bring up the actual news from the Middle East to the mainstream media.

Just displaying one side of the battlefield, not showing the actual war images because of their negative impact and playing reports on news channels using irrelevant phrases in one way to make people uninformed of the ongoing situation and is also a way to cloud their judgment. Referring to one of the phrases “coalition forces”, when only American troops are fighting on the battleground is to make it look like that other country are also involved in the battle alongside the United States. The author mentioned that if the media wants to show the true nature of journalism and the beauty of the art of better knowing then it is time to stop prioritizing about what people want to watch and start showing them the truth.

Joe is a professor, writer, and a Television news expert. He is known among journalist in popular media. He is also Associate Mass Media Editor of USA Today and author of Frank Capra and image of the Journalist in American Films.

**References**

Saltzman, Joe (2003). What`s in a Name? More than you Think. [WEB] Retrieved from: <https://www.thefreelibrary.com/What's+in+a+name%3F+More+than+you+think.+(Words+%26+Images).-a0104971295>