

LSW GOPO

MEDIA BIAS COMPARISON

Mass Media: means of communication that reach large, widely dispersed audiences simultaneously.

Newspapers, magazines, radio, television and the Internet have a huge effect on the formation of public opinion.

Effect of mass media:

- There is at least one television set in more than 98% of the nation's 115 million households.
- There are two or more sets in more than 80 million homes and millions more in many other places.
- Most of those sets are turned on for at least 8 hours a day, for a mind-boggling total of more than a billion hours a day.
- By the time a student graduates from high school, he or she will have spent nearly 11,000 hours in classrooms and nearly 15,000 hours watching television. On average, high school students watch more than 20 hours of TV each week.

The media are frequently said to be “mirrors” as well as “molders” of opinion. It is often claimed that the views expressed in newspaper editorials, news magazines, television commentaries, and blogs are fairly good indicators of public opinion. In fact, however, the media are not very accurate mirrors of public opinion, often reflecting only the views of a vocal minority.

Chapter 8, 3

- 1.) How has the development of different media helped inform the public about politics?
- 2.) What is the media's role in shaping the public agenda?
- 3.) What are some of the effects of the fact that most television viewers want to be entertained rather than informed?
- 4.) What makes television perhaps the most effective of the different forms of media? How has the growth of the Internet affected other media?
- 5.) What are the two ways the media affect politics? How does the concept of the “sound bite” illustrate how the media affect politicians and how they work today?
- 6.) How does the content of most media programming limit the media's influence on public opinion? How do the attitudes of the American people affect the influence of the media on public opinion?

MEDIA BIAS COMPARISON

Choose a topic that is covered by the national news. Summarize the article in 4-5 bulleted main points.

Some of the national news sources to choose from:

CNN
FOX News
MSNBC

US News and World Report
NY Times
Student News Daily

Find the same topic and its coverage by international news, read the article. Summarize the article in 4-5 bulleted main points.

BBC
AlJazeera
Irish Times
NZ Herald
The Independent

Khaleej Times
Gulf News
Asia Times

SUMMARY:

After summarizing the current event (national news) and reading the international news source on the same topic, compare and contrast how the topic is covered: What are the similarities and differences in how the same event is covered?

Similarities:

Differences:

Final Reflection Question:

What is Media Bias and how does it affect the average American citizen? What can Americans do to be better informed citizens?