

Defecting Media Bias

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What is Media Bias?

Media Bias is the bias of journalists and news producers in election of events and news that could be announced, and how they could be published. The name “media bias” suggested a “pervasive or widespread bias” in the play role of journalism in mass communication.

History of Bias in Mass Media

According to *Boundless Political Science*, “Political bias has been a feature of the mass media since its birth following the invention of the printing press. Historians have found that publishers often served the interests of powerful social groups. In the nineteenth century, journalists began to recognize the concept of unbiased reporting as an integral part of journalistic ethics.”

Chapter 6: News, Culture, Democracy

Richard Campbell explained about how political writers created their own stories to seek the media’s attention. “Political narratives make up only a portion of the stories told by media about our society.” As forms of storytelling, most local and evening news shows function a type of melodrama with the ‘city’ nation, and world in various stages of crises or chaos. (Campbell et. al., 2014 pg. 133)”

A Short History of Journalism

According to Campbell, on the *Media In Society* book, it mentioned about the evolution of journalism . “Since the early 1900s two competing models have influenced U.S. and European Journalism. The first, the information or modern U.S. model, has emphasized describing phenomena and issues from an apparently neutral point of view. (Campbell et. al., 2014 pg. 134)”

Campbell talked about the chronological order of Journalism and how does it became important to this day. “The long arc of Journalism’s history in the United States begins in colonial times with the partisan press era and continues through the emergence of a commercial era of the 1800s, and objective journalism journalism in the 1900s, and the corporate period, and the new partisan era in recent times. (Campbell et. al., pg. 134)”

Questioning Objective-Style Storytelling

According to Campbell, it mentioned about how journalists plays an important role in the corporate and partisan era. “Like many lawyers, therapists, and other professionals, many contemporary journalists-even those with experience in the corporate and new partisans era-still believe that their credibility derives from their personal detachment. ... when reporters represent neutral facts and let citizens make judgements and decisions based on those facts. (Campbell et. al., pg. 142)”

Reinventing Journalism: Reporting and The Limits of Storytelling

According to Campbell, it explained about why news reporters consider themselves as suspicion. “Reporters today are often regarded with suspicion. They can be thought of, among other terms, as grim doomsayers who only report on life’s seamy underbelly as invaders of celebrity and personal privacy, as plagiarizers who make up quotes and fabricate sources, as cynical critics of revered national leaders, ... politics interested only in profiting by pitting left against right in superficial dramas. (Campbell et. al., pg. 152)”

Additionally, Campbell used the statistic to explain how people became potential in journalism. “In fact, in various public opinion polls measuring people’s confidence in journalism in the 1990s and into the new millennium, respondents who they had ‘a great deal of confidence

in newspapers' dropped from more than 50 percent to less than 25 percent. (Campbell et. al., pg. 152)"

Fake: Searching For Truth in Age of Misinformation

Fake: Searching For Truth in Age of Misinformation, a PBS documentary film that focus using your common sense and critical thinking skills to gain more knowledge in journalism. It show viewers the strategy to find factual information from fake news to identify the news reporting, and examine the biases of real news.

The Mutual Dependence of Donald Trump and News Media

According to *The New York Times* website, writer Jim Rutenberg reported about Former President Donald Trump who made an heated argument on the Fox News news anchor, Megan Kelly. Twitter explained this situation as a "boycott" for Megan Kelly's show and critics label her as an "overrated person".

"Then Fox News Channel counterpunched, accusing the candidate of having sexist and 'sick obsession' with its popular journalist," said Rutenberg." "As in any good prizefight, everybody came out the richer Friday, putting aside the potentially severe internal injuries."

Rutenberg made a clear statement on his article based on how the incident between Kelly and Trump became a social media viral. Newspapers and online news organizations became media friendly to review the reporting to understand how viewers and readers support and change this industry as they read on their electronic device to provide the information. People show observe on what the public wants which they could give themselves clear that how they became a huge fan of Trump and they knowledge whatever Trump said, they think Trump would be always politically correct.

“Newspapers and online news organizations got a click-worthy story line tailor-made for a fast read on the iPhone,” said Rutenburg. “And, finally, there were the viewers and the readers, who are benefiting from a transitioning media industry’s desire to give them what they want, where they want it, as fast as possible. As the people have made clear, they want Trump”

Film Theory: Is Fake News Killing The Internet?

Film Theory: Is Fake News Killing The Internet?, a Youtube documentary film that concentrated on the consequences of Fake News. It explained about the majority reasons why it could lead readers a lot of misinformation which caused this situation as myth. The narrator wanted to tell you that whether you read the online newspaper or watching news, it does not provide enough evidence.

Conclusion

Richard Campbell explained three sections on *News, Culture, and Democracy* to understand the role of journalism on the *Media in Society. Fake: Searching For Truth in Age of Misinformation* encourage viewers to use their critical thinking skills to understand the information of fake news. Jim Rutenburg wrote about how Trump became very important to his fans on *The New York Times* news website. The Film Theory made a point about the consequences of fake news.

References

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