

# The Media

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# Is there a Liberal Bias in the Media?

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- Opinions of Journalists versus the Public
- Conclusion: a clear tendency to express more liberal viewpoints, at least among National journalists

# If there is a bias, is it reflected in news stories?

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- Three Criteria to which journalists adhere:
  - The need to meet an urgent deadline
  - A professional obligation to be fair and to tell the truth
  - The desire to attract an audience

# Does this “Bias” affect what people believe?

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- Four factors that limit the ability of the media to affect our beliefs
  - Selective Exposure
  - Familiarity
  - Availability of Numerous Sources
  - Lack of Substantive Content



# Roles played by the Media

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- **Gatekeeper**
- **Scorekeeper**
- **Watchdog -**

# Criteria for Selecting News Stories

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- High Impact on Audience
  - Presence of conflict, disaster, violence, scandal
- Local/National before International
- Familiarity – do you know the people involved?
- Timeliness – is it a newsbreaking story?



# Government Regulation of the Media

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□ Equal Time Rule

□ Fairness Doctrine



# Recent Trends

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- Increasing Concentration of Ownership
- The Escalating Importance of Ratings