

The Media

EQ: How does the media function as a linkage institution?



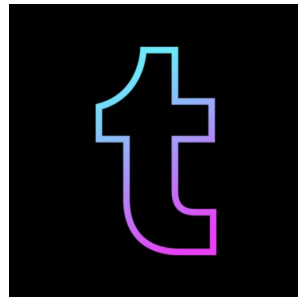
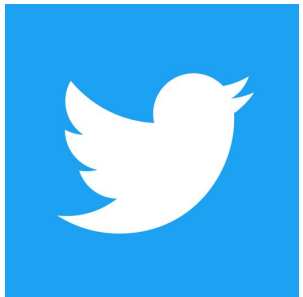
By a show of hands...

How many of you have ever done something or attempted to do something because you saw it on instagram, tiktok, twitter, facebook etc?



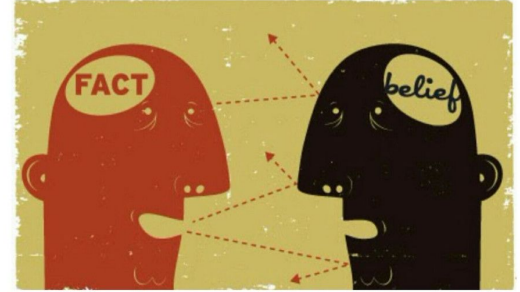
Activity: Take Out Your Phone...

- Log in to any social media platform
- Look up, “politics”



Media and Bias

- What is bias?
 - The tendency to lean towards or against someone or something.
 - The direction in which you lean can be influenced by factors such as your background, culture, and personal experiences.



Media Bias

- Seen through the information through different forms of media such as movies, television, and social media.
- <https://www.youtube.com/watch?v=mh1dLvGe06Y&t=36s>

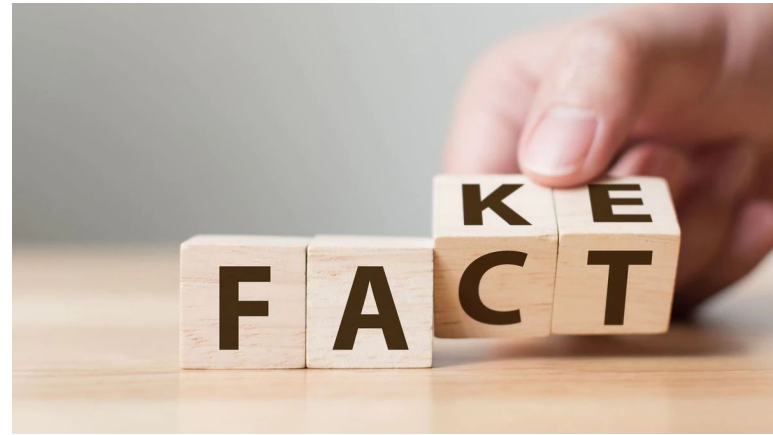


Turn and Talk

Based on what you just watched. Where do you see media bias in your own life?

How to Spot Media Bias

- What kind of content is it?
 - Is it a news story?
 - Opinion piece?
 - Who produced the content?
- Who and what are the sources and why should you believe them?
 - Is the source given?
 - Is the source associated with a political party?



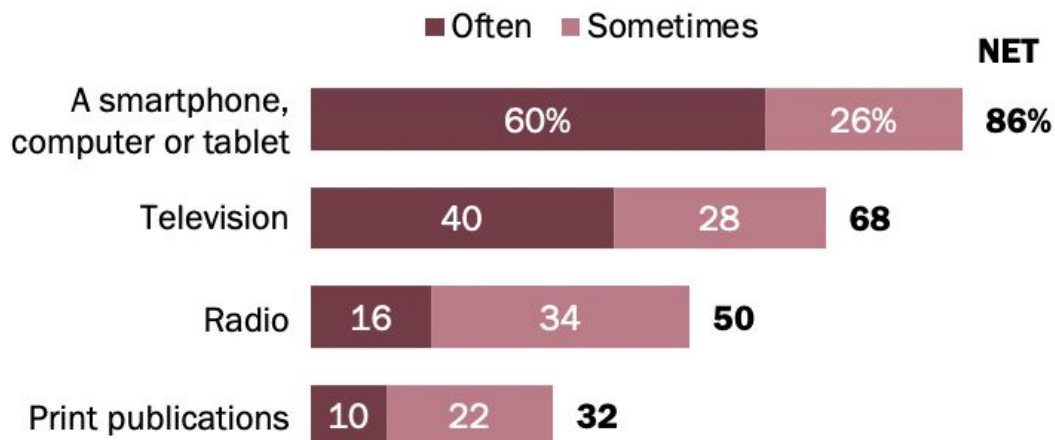
How to Spot Media Bias

- What's the evidence?
 - What evidence do the sources offer as proof?
- Is the main point of the piece proven by the evidence?
 - Did the evidence justify the conclusion or main point of the story?
 - Can the evidence be used to draw a different interpretation?
- What's missing?
 - Was there a topic or point you didn't understand?
 - Did the story leave out important information or fail to explain it clearly?



Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER



The Media Bias Chart®

Version 9.0 January 2022 Edition – Combined Web, Podcast, and TV

ad fontes media

Most Extreme

Hyper-Partisan Left

Skews Left

Middle

Skews Right

Hyper-Partisan Right

Most Extreme

Fact Reporting

Mostly Analysis OR Mix of Fact Reporting and Analysis

Analysis OR High Variation in Reliability

Opinion OR High Variation in Reliability

Selective, Incomplete, Unfair Persuasion, Propaganda, or Other Issues

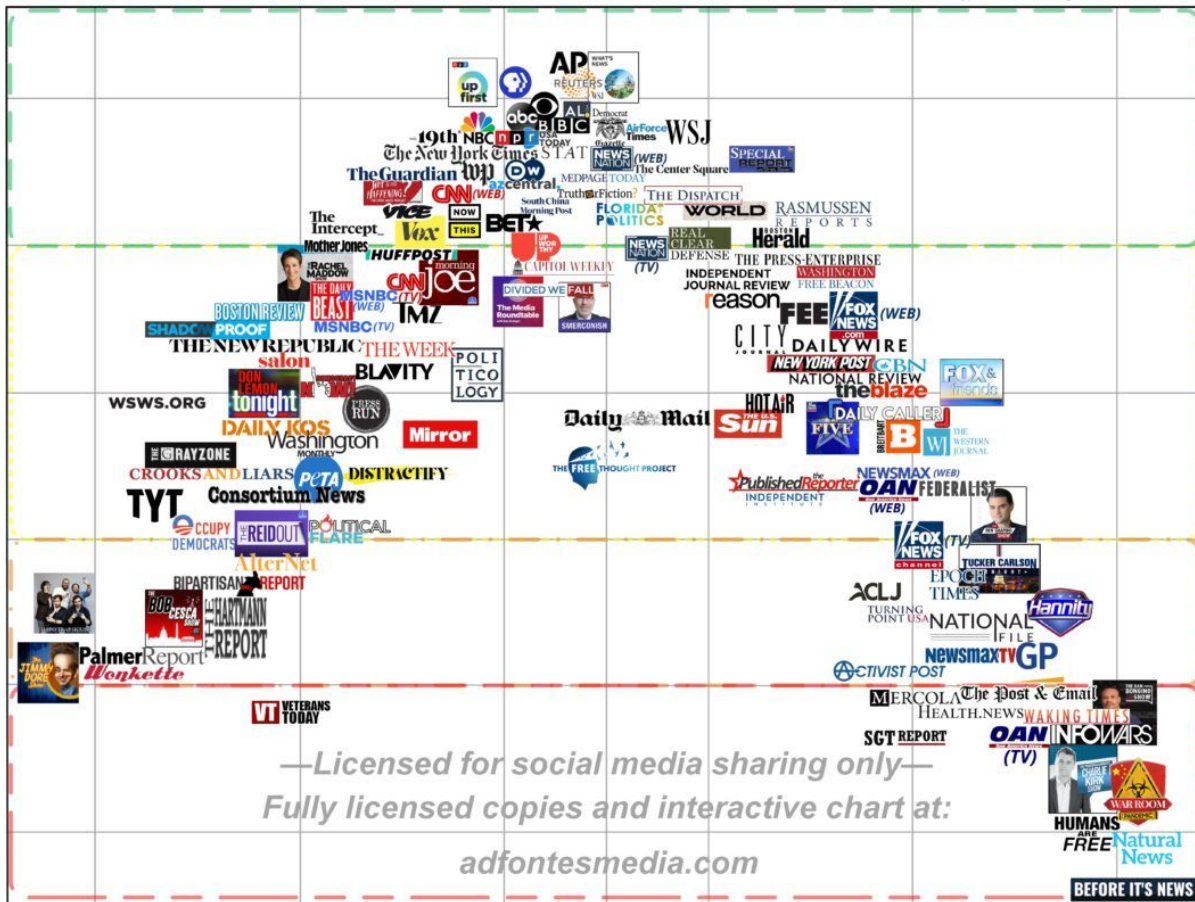
Contains Misleading Info

Contains Inaccurate/ Fabricated Info

MORE

News Value and Reliability

LESS



—Licensed for social media sharing only—
Fully licensed copies and interactive chart at:
adfontesmedia.com

← LEFT Bias RIGHT →

AllSides™ Media Bias Chart™

All ratings are based on online content only — not TV, print, or radio content.
Ratings do not reflect accuracy or credibility; they reflect perspective only.



AllSides Media Bias Ratings™ are based on multi-partisan, scientific analysis.
Visit AllSides.com to view hundreds of media bias ratings.

Media in Politics

- Has evolved from hard-copy publications to citizen interaction via the Internet.
- It can affect public opinion, government operation and policy.
- Media is often referred to as the “Fourth Estate” of government.
- Has the power to influence society and politics almost as effectively as government itself.



Media in Politics

- Serves essential roles in a democratic society.
 - Informs the public.
 - Provides citizens with the information needed to make thoughtful decisions about leadership and policy.



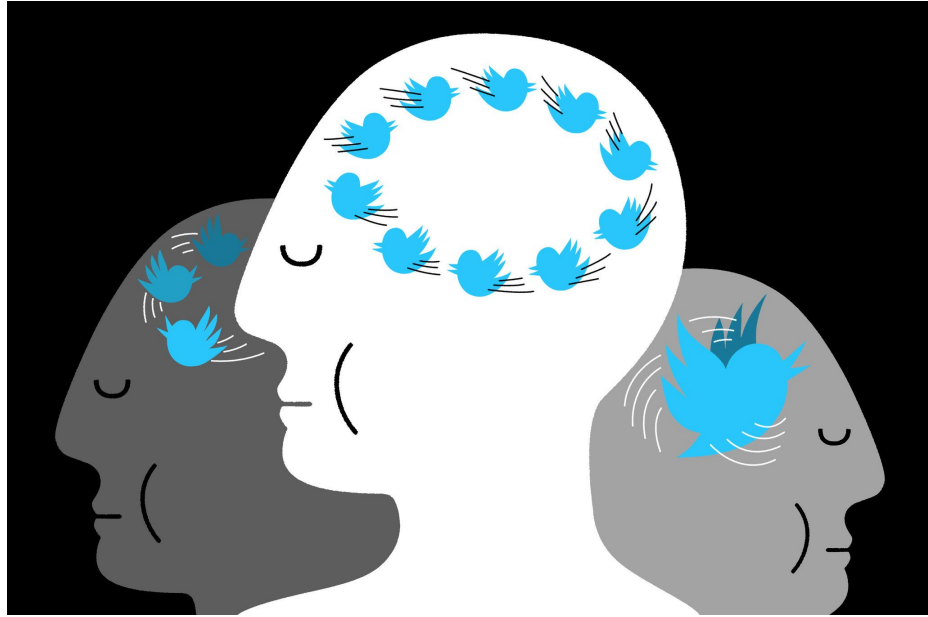
Media in Politics

- Acts as a watchdog checking government actions.
- They set the agenda for public discussion of issues.



Media in Politics

- Provide a forum for political expression.
- Facilitate community by helping people find common causes and solutions to societal problems.



Turn and Talk

What do you think is the most reliable form of media to get your political news from? Why?

Assignment

- Go online and find a political news article.
 - Can be from any website.
- Answer the questions on the handout.
- Due Tomorrow.

MARGULIES
© 2013 amNEW YORK
www.jimmymargulies.com

