

2.3 Examples of Spin/Bias in the Media

What you see or read in the media is not always the entire representation of an event but a version of the event that is reported according to a particular bias. Critical readers need to understand various ways that the media is influenced and how this appears in the new stories and images that we read and view.

Word Choice	Words are powerful and can have a profound influence on how readers interpret a news story.
Headlines	Headlines can mislead readers and many readers rely simply on headlines for their news.
Images	There are many different ways of interpreting an image and the image is intended to interpret the event.
Sources	Who is giving the information for the news story can influence how the overall story is reported.
Geography	How stories are reported can also depend on regional bias.
Objectivity	Deciding what is news and how much coverage should be given requires objectivity. Journalists need to ask themselves if they have been open-minded in their search for the truth.
Affiliations	Political and economic affiliations can influence the news story and the angle that is portrayed.
The Medium	Where you receive your news—television, radio, books, newspapers and/or the Internet—can determine the depth/detail and possible limitations of the news.
Omission	Ignoring facts. In this case, you often need to know the subject to determine what is missing.
Placement	Where the story appears in the paper can determine how many people will read that story. This can happen in print as well as television and radio.