



## Study of News coverage media bias

Amit

amitsingroha7@gmail.com

### Abstract

The unfair preference and reporting of a certain topic or viewpoint by the media may be characterised as media bias. For example, we may observe a bias in the media's coverage of certain stories or events in the news, social media platforms like Facebook, and entertainment, such as movies and television. In the modern day, media sources are notorious for reporting news in a biased manner, which may influence the opinions of news consumers and change their behaviour. As a result, it's critical to keep tabs on the news for signs of bias and provide a platform where consumers can get clear and unbiased news reports.

**Key words:** Media, Bia, Entertainment, Journalists, Advertisers etc.

### Introduction

When journalists and news producers in the mass media are biased in their coverage of events and stories, it is known as media bias. In the context of journalism, "media bias" refers to a broad or persistent prejudice that goes against journalistic norms. There is a great deal of disagreement over the direction and degree of media bias in different countries.

Journalists are constrained in their capacity to report on every story and information because of the need to bring together chosen facts into a cohesive narrative. The need of selective reporting is inescapable. It's not uncommon for the media in certain nations to be influenced by the government, both overtly and covertly. As a consequence of market dynamics, a skewed presentation may be generated by factors such as the concentration of media ownership, the selection of employees, audience preferences, and the influence of advertising pressure

### Definition

*"According to some critics, the media is capable of employing an elaborate and sophisticated array of techniques that allows reporters and media owners to slant news stories in favor of particular groups or interests. At its most blatant, intentional bias is similar to intentional lying and censorship, but bias is often subtler and thus less detectable. In contrast, many journalists argue that true objectivity is impossible, and*



*that while bias can indeed influence the presentation of facts, biased media is not created with harmful intent. Journalists holding the view that some degree of bias is inevitable aim to limit rather than eliminate bias and to present as balanced a view as possible." -*

**Michael Alliprand**

### **History of Bias in Mass Media**

Since the development of the printing press, the mass media has been plagued with political prejudice. Due to the high cost of early printing technology, only a small number of individuals were able to produce media. Many times, historians have discovered, publishers acted as agents for well-connected social circles. "Unbiased reporting was recognised as an essential aspect of journalistic ethics in the 19th century. The development of journalism as a significant social force corresponded with this. Even the most deliberately impartial journalists are unable to escape allegations of bias nowadays. The broadcast media (radio and television) have been used as a propaganda tool since their inception, and this propensity was amplified since the broadcast spectrum was once owned by national governments. Despite the fact that media deregulation has left the bulk of Western broadcast media in private hands, the broadcast media in many nations across the world still have a substantial government presence or even a monopoly. In addition, claims of media bias have arisen due to the concentration of media in private hands, and typically among a small number of persons".

### **Different types of media bias**

Some of the most frequent forms of media bias are discussed in further depth here. AllSides, a media organisation that delivers media bias ratings, balanced news, and varied viewpoints, provided this information.

- **Spin.** This is a kind of media bias in which a journalist ignores the facts in favour of dramatising or reinterpreting a story in an unrelated manner.
- **Bias by omission.** If a media organisation deliberately omits important facts or opinions from a story, this is known as bias by omission.
- **Unsubstantiated claims.** An example of this is when a journalist makes a claim without providing any facts or proof to back it up.
- **Sensationalism.** Simultaneous reporting is a common method employed by tabloid journalists to entice readers to their stories. Click-bait is another term for this kind of marketing strategy.



- **Opinions presented as fact.** In this case, journalists make claims that are based on personal biases, rather than real information.
- **Slant.** Slant is a term used to describe a journalist's attempt to present a story in a way that emphasises a certain point of view.
- **Ad hominem.** Instead of addressing a person's perspective on the debate or subject at hand, journalists will launch a personal assault on them.
- **Mind reading.** Assumptions about what the public or individuals believe are made by journalists from time to time, however these assumptions are often incorrect.
- **Flawed logic.** To falsify the facts, journalists may sometimes draw conclusions that aren't supported by their prior arguments or evidence.
- **Bias by placement.** Media outlets may show their prejudices by deciding which stories to cover. On the main page, which story gets the most attention?
- **Omission of source attribution.** If a journalist fails to cite their sources, it's possible that their piece won't be taken seriously.

### **Media Bias in India**

How many times have you heard an article in the news and thought, "Wow, that seems one-sided." You may have also considered that the news did not cover the whole of a story, or perhaps just the most salient aspects of it.

When I saw a story on TV about pups becoming caught in a storm drain, I had this thinking. The emphasis of the narrative was on how firemen fought tirelessly for hours to save the pups. Although they originated from a local animal shelter, the pups in the sewer were not from the same litter. In the news report, no comment was made about how they fled from the shelter or why they ended themselves in the sewer. Were the pups mistreated or neglected in any way?

Let's begin with a look at the criticism of the media. A media critic is someone who scrutinises and critiques the media on a regular basis. When we look at the media and the articles that have been published, we frequently see examples of prejudice. As a result of this impression, the media is seen as biased in its reporting of the news. In order to avoid being accused of bias, the media must report the news without endorsing a certain position. Media bias may also emerge when an essential component of the narrative is ignored by the media. In the news report about the pups, this is the situation.

Bias in the media comes in many forms. Consider a handful of the most prevalent.



Today's entertainment, including the news, movies, and television, is heavily biased. Political, racial, and gender prejudices are the most frequent in entertainment. Political bias occurs when a work of entertainment inserts a political allusion in an attempt to influence or undermine the political opinions of its audience. There are several ways in which people might exhibit racial prejudice, including portraying African Americans as criminals, drug users, or poor. Female prejudices are the most common kind of gender bias. The roles that certain individuals perform and the ways in which others interpret them are at the heart of gender prejudice. When it comes to little girls, for example, they're expected to be into pink and princesses and dolls. The majority of ads for cleaning products feature women. Women are seen as "fragile" and "dainty." Males are often shown in more "masculine" media, such as automobile and tool-related content.

### **Conclusion**

Many people's views are shaped by the media. However, media outlets' reporting may be far from impartial at times, a phenomenon known as media bias. As a result of skewed news coverage that might affect elections or public opinion on social problems, media bias could harm the public. There is a risk that recent developments such as the use of social bots to generate news content or the concentration of media ownership could exacerbate the harm caused by inaccurate reporting. Consumers of news should be able to see a variety of viewpoints on the same subject. Freedom of information is especially important in democracies because it allows individuals to create their own opinions and make well-informed choices, such as during elections. "The detection and analysis of media bias is a topic of high societal and policy relevance because media bias has been and continues to be structurally inherent in news coverage. This is especially true if these analyses and associated tools and platforms help news consumers become more aware of instances of bias in the media".

### **References**

1. Abraham, Linus, and Osei Appiah. "Framing News Stories: The Role of Visual Imagery in Priming Racial Stereotypes." *Howard Journal of Communications*, vol. 17, no. 3, 2006, pp. 183–203.



2. Baker, Brent H. "Media Bias." Student News Daily, 2017.
3. Biagi, Shirley. "Changing Messages." Media/Impact; An Introduction to Mass Media, 10th ed., Cengage Learning, 2013, pp. 268-270.
4. Campbell, Richard, et al. Media & Culture: an Introduction to Mass Communication. Bedford/St Martins, 2005.
5. Davis, Shannon N. "Sex Stereotypes In Commercials Targeted Toward Children: A Content Analysis." Sociological Spectrum, vol. 23, no. 4, 2003, pp. 407-424.
6. Dugger, Ashley. "Media Bias and Criticism ."
7. Guarino, Mark. "Misleading reports of lawlessness after Katrina worsened crisis, officials say." The Guardian, 16 Aug. 2015, <http://www.theguardian.com/us-news/2015/aug/16/hurricane-katrina-new-orleans-looting-violence-misleading-reports>.
8. Hammersley, Martyn, and Roger Gomm. Bias in Social Research. Vol. 2, ser. 1, Sociological Research Online, 1997.
9. "How to Detect Bias in News Media." FAIR, 19 Nov. 2012,
10. Levasseur, David G. "Media Bias." Encyclopedia of Political Communication, Lynda Lee Kaid, editor, Sage Publications, 1st edition, 2008.
11. Martin, Patricia Yancey, John R. Reynolds, and Shelley Keith, "Gender Bias and Feminist Consciousness among Judges and Attorneys: A Standpoint Theory Analysis," Signs: Journal of Women in Culture and Society 27, no. 3 (Spring 2002): 665-701,
12. Mitchell, T. L., Haw, R. M., Pfeifer, J. E., & Meissner, C. A. (2005). "Racial Bias in Mock Juror Decision-Making: A Meta-Analytic Review of Defendant Treatment." Law and Human Behavior, 29(6), 621-637.
13. Murillo, M. (2002). "Political Bias in Policy Convergence: Privatization Choices in Latin America." World Politics, 54(4), 462-493.
14. Pavlik, John V., and Shawn McIntosh. "Media Literacy in the Digital Age ." Converging Media: a New Introduction to Mass Communication, Oxford University Press, 2017.