

Liberal bias in media

Media



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Liberal bias in media is the result of selective coverage of news influenced by liberal principles and ideas. Media bias is a coined term to reflect practices that are considered violations of the standards of journalism.

However in the United States, liberal bias in media is often an issue in debates. Selective media reporting often raises an issue to media credibility and functionality. However, there are media watchdogs that serve as checks and balance to avoid occurrences of media bias. These conservative organizations exist to publicize media bias issues, and at the same time control the occurrences of such (Accuracy in Media).

In the US media for instance, over the past years, there have occurrences of media biases. This goes in two distinct points; first, it is the case that US media fails to criticize certain points of their aggressions; or that, their journalistic expressions turn too harsh on the US forces. For example, American media in the past years had been too keen on criticizing US transgressions that they tend to overlook “ good and noble deeds” exemplified by the US forces in Iraq and Afghanistan. In this kind of media coverage, US media has failed to offer support to their forces (<http://www.timesonline.co.uk/article/0,,59-2210973.html>).

Another case of media bias in this case would be the overly critical media coverage in the US warfare. Whereas, in most cases, US forces were placed under minimal US public and even world scrutiny. This was done in such a way that the actions of US forces towards their opponents in Iraq and Afghanistan were less publicized, in order to create an illusion of fair play for their forces.

Another case of media bias in US is extended in its election effect. The media coverage during the election period has failed to capture the real essence of the US democratic process. Instead of focusing on the policies and platforms of political parties as a group, the media coverage was centered on the candidates. Hence, the media coverage has been obviously manipulated to create good impressions on the candidates rather than being catered to properly inform the public regarding their credentials, suggested policy transformations, and plans that shall emancipate the nation in general (Hudson, 2004, 195-196).

On the other hand, media is also used as a source of entertainment, more than for information – or to use their term, for “infotainment”. In this way, media is being used by private media for profit-driven goals. In this market, the market mechanism becomes the sole controller of media practitioners rather than public information. Through this change, the quality of information being disseminated suffers from the profit-driven goals which often result to inadequate quality of the news being produced.

In this light, is a call for the eradication of media biases. The media, should serve only for the purpose of informing the public, hence, anything that shall tarnish this image shall not be allowed. Media is indeed a powerful sector, a very influential weapon that can make or break someone’s reputation. Thus, this sector must be utilized properly and conscientiously for the benefit of the majority.

Accuracy In Media official website. Retrieved November 5, 2007

Hudson. (2004) American Democracy in Peril: Eight Challenges to America's Future. Washington, D. C., CQ Press. pp 195-1966

<http://www.timesonline.co.uk/article/0,,59-2210973.html>. Retrieved November