

Free political science essay sample

[Countries](#), [United States](#)



**ASSIGN
BUSTER**

Media from the past was the only way to know what was taking place in any society. It was used to alert people on the important updates and mostly on what used to take place in the society. In America however for a long time, media had proved to be quite unreliable because of its skewed nature, it would always tend to lean towards one side and give misleading information making people have a very different picture of what was on the ground (D'Alessio, 2012). Having it in mind that very many people in the past made it politically because of the biases, it is important that this problem would settle so that the media could give a clear picture of what was taking place. With the problematic tendencies of the biases in media, it was its duty of to ensure that it cleared up this problem so that media could restore its trust. In regards to ensuring that the bias would not exist, American media had to do something.

In order to cover this tension, American media would provide a forum for public voice to be heard. In most cases, the American media would give the politicians time to convince the public without giving the public time to give out their views (Ladd, 2012). It brought problems in America since people ended up electing people who could not deliver what they thought. By giving the public a chance to contribute and share their ideas, they would be able to influence the political environment in the United States of America. To avoid giving the politicians much time to lie to the public, the media would be able to display the people's thoughts about some very important issues.

Because media for a long time got involved as a campaign tool, the conservative journalists would always tend to lean towards the members

they like most and they would give them extra time to influence the public denying others equal opportunities to sell their ideas. The media in this context would play a big role in settling the problem first by, ensuring a level playing ground to all the contestants. It entails giving equal opportunities to all the contestants to access state broadcasters and other resources so that they would compete fairly without any biases involved (D'Alessio, 2012).

Ensuring balanced reporting, media would have played a big role in tackling the problem. The journalists had a big part to play in this. They would only allow those people they are much affiliated to leaving others in overages. It is by this role that media would have played a big role in dealing with the problem. These among other roles would help the America media play a major role in covering the tension.

Media bias is not a very new thing, it existed for a very long time in the past and it became open in what used to happen in the media. Some of the evidence presents to show media biases include the media support for Bush as it did to Reagan's case (Ladd, 2012). The media provided all reasons that made it possible for President Bush to get involved in the war without showing the negative effects of the war in the long run. It is by doing this that members of the public had nothing against what President Bush wished. It thus provided a clear platform for President Bush to get into the war.

Stereotypic mass media still bent towards the white skinned Americans by depicting how bad the black skinned Americans were together with all the activities they did. It is this picture provided by mass media that distorted the minds of the whites about the black as being war centered among other evils. Looking at this, it evidenced the biases of the American mass media.

For a very long time, mass media was depicted to be so biased in almost all its news. The false information that was given by the mass media came, as a result, of the owners and the journalists who would collect biased information about something and feed it to the public. It thus reduced the credibility of the news that came from any mass media. The birth of the internet thus played a great role in shaping the news that was distorted by the journalists. The first role of the internet was that it never relied on one mind that would be biased at times (D'Alessio, 2012). Information from the internet became more reliable since did not originate from one specific source. It helped to shape any information or news people got in other forms. The internet also offered equal opportunity to all, because it was not limited to specific individuals, no one would use it to manipulate the public without their knowledge. It is by this fact that the internet played a big role in shaping the news that people got.

Reference

- D'Alessio, D. (2012). *Media bias in presidential election coverage, 1948-2008: Evaluation via formal measurement*. Lanham, Md: Lexington Books.
- Ladd, J. M. (2012). *Why Americans hate the media and how it matters*. Princeton: Princeton University Press.