

FACULTY OF HUMAN SCIENCE

Master one Mass Communication, Public Relations, Audiovisual major

The Fifth English course (Second Semester) by Nasri Wahiba

The text :

Media bias happens when media outlets present news and information in a way that supports a particular opinion, group, or idea. It can be seen in the choice of words, images, sources, and the amount of attention given to some stories over others. Media bias may not always be intentional, but it affects how people understand events and form opinions.

There are different types of media bias. One common type is bias by selection, where the media chooses to report some stories and ignore others. Another is bias by language, which uses strong or emotional words to make a story sound more positive or negative. Bias by source also occurs when the media uses only certain experts or witnesses who support one side of an issue.

Media bias influences public perception by shaping how people view individuals, groups, and issues. For example, if the media always presents a group in a negative way, the public may develop negative views about them. Bias also affects political opinions, social beliefs, and even voting behavior. When people get information from biased media, their understanding of reality can become limited or incorrect.

People may not always notice media bias. It often appears in small details, such as headlines or the order of news stories. That is why media literacy is important. Media literacy means the ability to think critically about media messages. It helps people identify bias, compare sources, and seek balanced information.

Researchers use content analysis to study media bias. They look at how topics are framed, which sources are used, and how different groups are represented. By doing this, they can uncover patterns of bias and help people become more aware of how media influences society.

To reduce the effects of media bias, it is important to get information from different sources. Reading news from local, international, public, and independent media can help people form a more complete and fair understanding of the world.

A. Vocabulary and Context

Give a synonym and an antonym (if possible) for each word based on the text.

- Bias , Perception, Influence , Select, Balanced , Negative , Reality, Independent

B. True or False Statements

1. Media bias always happens on purpose.
2. Media can affect how people think about political or social issues.
3. Media bias can be seen in word choices and the use of sources.
4. Media literacy means believing everything in the news.
5. Researchers can use content analysis to find patterns of bias.

C. Choose the correct answer for each question.

1. What is media bias?
 - a) A type of news report
 - b) A way media presents information fairly
 - c) A presentation of information that supports one side
 - d) A legal rule for journalists
2. What does 'bias by language' mean?
 - a) Using short sentences
 - b) Using strong or emotional words to influence meaning
 - c) Speaking in different languages
 - d) Writing long articles
3. What is media literacy?
 - a) Reading many books
 - b) Understanding media companies
 - c) Critically thinking about media messages
 - d) Writing news stories
4. How can people reduce the effect of media bias?
 - a) Ignore the news
 - b) Trust only one source
 - c) Read news from many sources
 - d) Avoid international news

D. Complete the sentences using the following words:

bias – perception – framing – sources – language – literacy

1. Media _____ can change how a story sounds to the reader.

2. People's _____ of events may be shaped by what they see in the media.
3. Good media _____ helps people question what they see and read.
4. Journalists should use reliable _____ when reporting news.
5. Media _____ is the process of selecting and organizing how a story is told.
6. Sometimes, media shows _____ by using only one side of the argument.

E. Answer the questions

1. Why might people not notice media bias at first?
2. How can framing affect the way a news story is understood?
3. What is one way a person can check if a media report is biased?
4. Why is it helpful to read from different news sources?

F. Choose ONE of the following prompts and write a short paragraph (4–5 sentences):

- Prompt A: Describe a time when you noticed media bias in a news article or post. What made it seem biased to you?
- Prompt B: Explain why it is important for people to be aware of media bias in today's society.