

ASSIGNMENT 2: Media Bias /15

The purpose of this assignment is to examine and compare news media bias. After reading Chapter 7: Media of W&W, choose a recent news story that was covered extensively. Create a comparison on at least two television stations (ex: CNN, CBS, and FOX) or newspapers covering the same story. Do not consider the internet as one of the choices. NOTE: Medias can be either Canadian or American or a mixture of both. Explain how each presents the same event to its audience. Write an essay between 1,000 and 1,200 words using Lewis's views on Media in Chapter 7 as a guide to contain the following points.

1. Identify and compare how influences of Constraints of Space and Time, Market Share, and Advertisers are used in the content delivered.
 2. Identify and compare at least 4 of the 12 ways both media manipulates the facts according to Lewis's Media Bias.
 3. Identify and discuss who owns the medium organization and its influence on the presentation of the newsfeed.
 4. Evaluate how well each medium presents the news story, paying attention to information depth, facts, bias, and balance of both sides
 5. Discuss which channel/newspaper you feel does the better job of presenting the story. Provide support from Lewis's book and any outside sources needed.
- Introduction will include a detailed summary of the news story, and the media you will be comparing. Provide any background information necessary to ensure reader has full understanding and lead into body of comparison and analysis
 - Body will include discussion of both media and their presentation of story while providing answers to five requirements listed above. Provide support and reference to Lewis's chapter 7 along with any outside support you feel would help. Include specific detail and avoid general and vague comparisons.
 - Summary will include summary of analysis and comparison along with your final assessment of which media does better job
 - Read the document "Writing Problems and Proofreading Guidelines" posted to Moodle to help you edit and proofread your assignment.

Document Format:

Demonstrating professional competency in using word processing software is vital when presenting ideas. To ensure document is formatted properly, please follow these requirements:

- Use APA documentation for all referencing and citations (Refer to Cites & Sources)
- Margins are 1" (2.54 cm) top, bottom, left, and right.
- First and last name, section number, and page numbers center aligned, 10 pt font size in Footer.
- Text is written in either Times New Roman, 12 pt OR Arial, 10 pt font size.
- Paragraphs are left aligned and NOT justified with a 0.5" indent at beginning of each paragraph.

- Include a title page with your assignment containing, title of your essay, your name, instructor name, and submission date.
- Document is double spaced with 0 pts before and after paragraphs.
- Word count is listed at end of essay, right aligned
- Document should be professional looking demonstrating your knowledge of Microsoft Word usage. Thus, no templates will be used anywhere please.
- Upload a Microsoft Word copy to Assignment 2 drop box.