

Name: _____

Date: _____

Common Media Biases

Type of Bias	Example	Used by Author?	Evidence from Text
<p>Bias by Omission: The lack of reporting on all the relevant details or events of a story</p>	Reporting that a famous person has gained 40 lbs, without noting that she is pregnant.		
<p>Bias by Language: The choosing of specific language to influence how the reader thinks about the story</p>	Using the labels "terrorist", "soldier" or "freedom fighter" create different impressions of the same person.		
<p>Bias by Emphasis: The act of calling attention to certain features of a story to influence the reader</p>	A newspaper may put a terrorist attack in France on the front page, while putting one that happened in Iraq on the 5th page.		
<p>Bias by Photo: The use of unflattering photos</p>	A tabloid magazine may publish a photo, of a celebrity convicted of a crime, in which he appears unshaven and with sweats on, to make him appear guiltier.		
<p>Bias by Statistics & Numbers: The use of statistics and numbers to create false impressions</p>	A reporter may say that someone was arrested for having 1000 milligrams of cocaine, which is really just 1 gram. The higher number makes the crime sound worse.		