

## Review Sheet for Mass Media Getting the News Exam

### I. Bias

- a. Bias is a judgment or prejudice not based upon facts.
- b. Bias leads to poor journalism
- c. Bias is not objective
- d. Bias occurs when reporters allow personal views, opinions, or desires to influence their reporting
- e. Bias is sometimes found in journalism
- f. Important news placed inside the newspaper or featured later in a broadcast may be downplayed so as to appear less important.
- g. A less important story may seem to have greater importance if it is placed on the front page of a newspaper featured as the first story of a broadcast.
- h. Photojournalist's job is to record the news with photos. They must be careful to portray events fairly and without bias.

### II. Fact and Opinion

- a. A fact is something that can be proven.
- b. An opinion is a personal view or attitude.

### III. Connotation

- a. Connotation – words that are associated with particular ideas and emotions
- b. some words may evoke negative or positive connotations (ex. estate tax is positive and death tax is negative)

### IV. Journalists

- a. Journalists often write using a method called inverted pyramid.
- b. The inverted pyramid presents the most important information first and the details later.
- c. Journalists use the "5-Ws" (who, what, when, where, why)
- d. Journalists always check their sources, check background information, and use many different sources for information.

### V. Editors

- a. Editors are responsible for the newspaper's content.
- b. Editors have 3 responsibilities: to decide which stories are run, to determine where stories are placed, and to monitor what is said in stories for quality, accuracy, and bias.
- c. A good editor balances the desire to sell more papers with his/her responsibility for presenting the news fairly, responsibly, and without bias.

### VI. Reporters

- a. Use authoritative sources – official sources that are quoted.
- b. check facts
- c. separate fact from opinion