

## SYNTHESIZING

---

1) Read the excerpts given below. Synthesize the ideas of the two writers on media bias in 2/3 sentences.

Remember to:

- A) Consider each writer's perspective
- B) Synthesize the ideas in the excerpts by paraphrasing/ summarizing
- C) Give in-text references
- D) Avoid direct quotations

### Excerpt 1

Media bias towards religion is most obvious in countries where the media are controlled by the state, which is in turn dominated by a particular religion. In these instances, bias against other faiths can be explicit and fierce. But even in countries with freedom of religion and a free press, the dominant religion exerts some amount of influence on the media. In nations where Christianity is the majority faith, for instance, reporters tend to focus on the activities of the Christian community, to the exclusion of other faiths. But the opposite may also occur, with media self-consciously avoiding reporting on any religious matters at all in order to avoid the appearance of favoring one faith over another, or presenting religious faith and phenomenon in a negative light. In any case, the representation of viewpoints too far outside the mainstream, such as non-belief, is almost universally ignored.

King, M. C. (2007). Accuracy in media. Retrieved February 10, 2008, from <http://www.newsroom.ucla.edu/page.asp?RelNum=6664>.

(Note that this excerpt is taken from paragraph 5)

### Excerpt 2

Language may be seen as a political factor in mass media, particularly in instances where a society is characterized by a large number of languages spoken by its populace. The choice of language of mass media may represent a bias towards the group most likely to speak that language, and can limit the public participation by those who do not speak the language. Language may also be a more subtle form of bias. Use of a word with positive or negative connotations rather than a more neutral synonym can form a biased picture in the audience's mind. It makes a difference whether the media calls a group "terrorists" or "freedom fighters" or "insurgents".

Lewis, C. & Robinson, W. (2005). What's wrong with the news?. *The Journal of Media Awareness*, 30 (5), 102-104.

### Your synthesis

---



---



---



---



---



---

2) Read the excerpts given below. Synthesize the ideas of the two writers on media literacy in 2/3 sentences.

Remember to:

- A) Consider each writer's perspective
- B) Synthesize the ideas in the excerpts by paraphrasing/ summarizing
- C) Give in-text references
- D) Avoid direct quotations

### Excerpt 1

Media literacy is the ability to sift through and analyze the messages that inform, entertain and sell to us every day. It's the ability to bring critical thinking skills to bear on all media—from music videos and Web environments to product placement in films. It's about asking pertinent questions about what's there, and noticing what's not there. And it's the instinct to question what lies behind media productions—the motives, the money, the values and the ownership—and to be aware of how these factors influence content.

Timothy, K. (n.d.) The causes of bias: Social theories. Retrieved October 18, 2008, from [http://www.media-awareness.ca/english/teachers/media\\_literacy/what\\_is\\_media\\_literacy.cfm](http://www.media-awareness.ca/english/teachers/media_literacy/what_is_media_literacy.cfm)

(Note that this excerpt is taken from paragraph 6.)

### Excerpt 2

Media literacy is a set of competences that enable people to analyze, evaluate, and create messages in a wide variety of media modes, genres, and forms by asking questions about what we watch, hear, and read. More specifically, it is being able to identify the author, purpose and point of view, examining construction techniques and genres, examining patterns of media representation, and detecting propaganda, censorship, and bias in news and public affairs programming (and the reasons for these) and exploring how structural features—such as media ownership, or its funding model affect the information presented.

Shadow, M. (2003). *Cinliteracy*. Cambridge: Blackwell Publishing Ltd.

(Note that this excerpt is taken from page 38.)

### Your synthesis

---



---



---



---



---



---

### SYNTHESIS SAMPLES

---

1. Scholars study different areas to exemplify the instances of media bias. While Lewis and Robinson (2005, pp. 102 - 104) focus on the choice of language of the media and reporters' choice of words to seek the cases of media bias, King (2007, para. 5) points out that one of the other areas where media bias can be frequently spotted is religion. He reckons that religious bias in the media occurs by reporting on the predominant religion of the country only or by not reporting on any religious matter at all in order not to favor one over another.
2. There seems to be an agreement among different scholars as to what media literacy is and what skills it requires. In its simplest form, media literacy, according to both Timothy (n. d., para. 6) and Shadow (2003, p. 38), is the ability to analytically question and critically examine the content that the media reports. They both add that it is being able to recognize the subtle motives shaping not only the content of a news item but also the way it is presented by the media tools.