Slide 1

News Media: “The Fourth Estate”

Slide 2

Functions of the Media

• Provide Policy Information
  – People have little information from direct experience

Slide 3

Functions of the Media

• Clarify Electoral Choices
  – Reporting on candidates and parties to clarify differences.
Slide 4

**Functions of the Media**

- **Government Watchdog**
  - Media monitor the government and report wrongdoings to the public.
  - Checks the power of the government

Bell City Mgr
Robert Rizzo, Los Angeles Times

Slide 5

**Is There a Liberal Bias in Media?**

- Journalists are generally more liberal
- Owners & publishers are more conservative
  - Decide whom to hire and fire
  - Candidate endorsements
- Findings of review studies

Slide 6

**Biased Press or Biased Public?**

- “Bias like beauty, is in the eye of the beholder.” ~ Tom Brokaw