



Research Paper

## **Charles L. Overby's Fairness Formula and the study of media bias in leading English dailies**

Dr. Ravi Shankar

Associate Professor & Head, Department of Mass Communication & Journalism  
Government Post Graduate College for Girls, Cheeka (Kaithal)

**Abstract:** Media bias is present all over the world. There are a number of national and international watchdog groups that report on bias in the media. There are certain limitations to the media neutrality including the inability of journalists to report all available stories and facts, government influence, the pressures of the market forces such as advertisers etc. There are certain other factors that are held responsible for media bias such as ownership of the media organizations, concentration of media ownership, the selection of staff, the preferences of an intended audience etc. Thus, although the reasons can be different but bias prevails in the media. The present study aimed at getting the viewpoint of readers of four leading national dailies in light of Charles L. Overby's Fairness Formula. The respondents were asked to rate their newspaper upon the basis of the parameters of accuracy, balance, completeness, detachment and ethics as suggested by Overby.

**Keywords:** Media, Bias, Overby's Fairness Formula

Received 15 July, 2023; Revised 28 July, 2023; Accepted 31 July, 2023 © The author(s) 2023.

Published with open access at [www.questjournals.org](http://www.questjournals.org)

### **I. Introduction:**

Nowadays, people's dependency upon mass media has increased. In such circumstances, the greatest question is that whether mass media is playing their role in an effective manner? There are a lot of questions that demand attention nowadays. Are they (mass media) informing people about all the issues? How and to what extent are newspapers disseminating information? Is the information supplied by the media credible? Are the readers satisfied with what they are being served by the media? What is the actual state of journalism? These are some such questions which are always relevant and need to be analyzed. It has been noticed that, there has been an increasing public debate about such matters in the recent years.

The accusations of bias, press cynicism, media manipulation, condemnations of journalistic intrusions into privacy, worries about the damaging or distortive effect of the media and hotly contested pronouncements about the appropriate forms of media regulation or censorship have all hit the headlines with ever greater frequency.

#### **Media bias: Meaning and definitions:**

Generally, the term media bias is explained as the bias or perceived bias of journalists and news producers within the mass media in the selection of events and stories that are reported and how they are covered. In order to have a more clear understanding of the term media bias, let's try to understand the meaning of the term bias itself:

According to the **Collins Dictionary**, "Bias is a tendency to prefer one person or thing to another, and to favor that person or thing."

According to the **Oxford Dictionary**, "Bias is a concentration on or interest in one particular area or subject."

Thus for the purpose of this study, media bias can be understood as the bias or perceived bias of the journalists and news producers within the mass media when they concentrate upon certain particular issues while ignoring the others.

Media bias has been defined in a number of ways:

According to **Chyi and McCombs, 2004**<sup>1</sup>, “the news media often reframe the event by emphasizing different attributes of the event, consciously or unconsciously, in order to keep the story alive and fresh”. It is often the case that various media outlets have differing viewpoints on high-profile news stories. Agenda-setting theory relates closely with media framing. The salience of an object (the importance of an object) increases the amount of news coverage about the topic. The topic could be a public figure, an issue, or any other topic the media is focused on. News media can increase the importance of a news story by the amount of time spent reporting on the issue.

**Quackenbush, Daniel, 2013**<sup>2</sup> defines bias “as any form of preferential and unbalanced treatment, or favoritism”. He clearly mentions in his study that a pattern of behavior associated with biased reporting is known as “bias by placement.” This pattern reflects the practice of journalists intentionally depicting news stories in either a prominent or negligible way so as to magnify or downplay the information; this pattern is often, but not always, attributed to the issue’s coincidence with the journalist’s personal political or social belief system. He further states that traditionally, print stories that receive the biggest headlines and/or “above the fold,” front page placement are perceived by readers as the most timely and appealing stories in the entire paper, thus garnering reader attention. This particular form of bias is directly linked to the third type of bias, known as “coverage” bias. In this context, coverage bias reflects the amount of calculable physical space each issue is allotted.

### **Types of media bias:**

Media bias has been observed in a number of ways in the media. Various scholars have classified it in different ways. For example, McQuail, 1992<sup>3</sup>, suggested that bias has four different forms:

- **Partisanship:** It is usually identified by its form such as editorial column, paid advertisement, forum, or letter. Partisanship often is seen in reporting an open campaign;
- **Unwitting bias:** It refers to unintentional biased choice of topics or news angles;
- **Ideology:** It is usually hidden in texts like the tone of reporting the news;
- **Propaganda:** It is often seen in the form of objective news such as public relations sources.

Similarly, D’Alessio and Allen, 2000<sup>4</sup> claim in their study that **Gate keeping bias (also known as selectivity or selection bias)**, is one of the most widely studied forms of media bias throughout the world. Gate keeping is defined as the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. The academic theory of gate keeping is founded in multiple fields of study, including communication studies, journalism, political science, and sociology. Gate keeping occurs at all levels of the media structure—from a reporter deciding which sources are chosen to include in a story to editors deciding which stories are printed or covered, and includes media outlet owners and even advertisers. Thus Gate keeping is a process by which information is filtered to the public by the media.

Pamela Shoemaker and Tim Vos, 2009<sup>5</sup>, state that gate keeping is the "process of culling and crafting countless bits of information into the limited number of messages that reach people every day, and it is the centre of the media's role in modern public life. [...] This process determines not only which information is selected, but also what the content and nature of the messages, such as news, will be."

DeFleur, Melvin; DeFleur, Margaret, 2009<sup>6</sup>, while addressing the issue of Gate keeping bias in media, state that:

1. In exercising its "surveillance" function, every news medium has a very large number of stories brought to its attention daily by reporters, wire services, and a variety of other sources.
2. Due to a number of practical considerations, only a limited amount of time or space is available in any medium for its daily presentations of the news to its audience. The remaining space must be devoted to advertising and other content.

---

<sup>1</sup> Chyi, H. & McCombs, M. (2004). Media salience and the process of framing. *Journalism & Mass Communication Quarterly*, 81(1), pp. 22-35.

<sup>2</sup> Quackenbush, Daniel (2013) " Public Perceptions of Media Bias: A Meta-Analysis of American Media Outlets during the 2012 Presidential Election." *The Elon Journal of Undergraduate Research in Communications* • Vol. 4, No. 2 • (Fall 2013)

<sup>3</sup> McQuail, D. (1992). *Media Performance: Mass Communication and the Public Interest*. London: Sage

<sup>4</sup> D’Alessio, D; Allen, M (2000-12-01). "Media bias in presidential elections: a meta-analysis". *Journal of Communication*. 50 (4): 133–156. doi:10.1111/j.1460-2466.2000.tb.02866.x. ISSN 1460-2466.

<sup>5</sup> Shoemaker, Pamela J.; Vos, Tim P. (2009). *Gatekeeping Theory*. New York: Routledge. ISBN 0415981395.

<sup>6</sup> DeFleur, Melvin; DeFleur, Margaret (2009). *Mass Communication Theories: Explaining Origins, Processes, and Effects*. Allyn & Bacon.

3. Within any news organization there exists a news perspective, a subculture that includes a complex set of criteria for judging a particular news story – criteria based on economic needs of the medium, organizational policy, definitions of newsworthiness, conceptions of the nature of relevant audience, and beliefs about fourth estate obligations of journalists.
4. This news perspective and its complex criteria are used by editors, news directors, and other personnel who select a limited number of news stories for presentation to the public. They then encode them in ways such that the requirements of the medium and the tastes of the audience are met.
5. Therefore, personnel in the news organization become gatekeepers, letting some stories pass through the system but keeping others out. This then limits, controls, and shapes the public's knowledge of the totality of actual event occurring in reality."

**The bias by placement and coverage bias** are two other important forms of media bias. Quackenbush, Daniel, 2013<sup>7</sup> defines bias "as any form of preferential and unbalanced treatment, or favoritism". He clearly mentions in his study that a pattern of behavior associated with biased reporting is known as "bias by placement." This pattern reflects the practice of journalists intentionally depicting news stories in either a prominent or negligible way so as to magnify or downplay the information; this pattern is often, but not always, attributed to the issue's coincidence with the journalist's personal political or social belief system. He further states that traditionally, print stories that receive the biggest headlines and/or "above the fold," front page placement are perceived by readers as the most timely and appealing stories in the entire paper, thus garnering reader attention. This particular form of bias is directly linked to the third type of bias, known as "coverage" bias. In this context, coverage bias reflects the amount of calculable physical space each issue is allotted.

Dr. Steven J. Allen, 2015<sup>8</sup>, defines bias by placement as a pattern of placing news stories. He raises a vital question that why does a story appear across the top half of the front page, and in other cases it is buried back with the obituaries and the horoscope? He further explains that news editors (or whichever staffers lay out a given newspaper) exercise great discretion in their placement of stories. The news they consider most important and/or most likely to sell papers goes "above the fold" on the front page, where it can be read as the newspaper sits on the rack. Less important stories go on the bottom half of the first page, on the first page of other sections of the paper, on page two or three, and so on. The (supposedly) least important stories appear in the back pages. As a general rule story placement is a measure of how important the editor considers the story. Allen emphasizes upon his point with an example of The Washington Post which was investigating the travel habits of Sununu and reported 27 stories in 68 days. The Washington Post put the Sununu story on the front page eleven times, guaranteeing that the story would remain on the front pages of other papers and early in radio and television newscasts.

Some other most commonly discussed forms of bias are as under<sup>9</sup>:

- **Advertising bias**, when stories are selected or slanted to please advertisers.
- **Concision bias**, a tendency to report views that can be summarized succinctly, crowding out more unconventional views that take time to explain.
- **Corporate bias**, when stories are selected or slanted to please corporate owners of media.
- **Mainstream bias**, a tendency to report what everyone else is reporting, and to avoid stories that will offend anyone.
- **Sensationalism**, bias in favor of the exceptional over the ordinary, giving the impression that rare events, such as airplane crashes, are more common than common events, such as automobile crashes.
- **Structural bias**, when an actor or issue receives more or less favorable coverage as a result of newsworthiness and media routines, not as the result of ideological decisions (e.g., incumbency bonus).
- **False balance**, when an issue is presented as even sided, despite disproportionate amounts of evidence.

## II. Review of literature:

Nowadays, mass media has constantly been lured into overstepping the fire line of informing, educating or entertaining the public. The habits and practices of media have time and again often resulted in sensationalizing, misleading, instigating or giving ulterior ideas leading to mistakes, triggering catastrophe or

---

<sup>7</sup> Quackenbush, Daniel (2013) " Public Perceptions of Media Bias: A Meta-Analysis of American Media Outlets during the 2012 Presidential Election." The Elon Journal of Undergraduate Research in Communications • Vol. 4, No. 2 • (Fall 2013)

<sup>8</sup> Allen, Steven J (2015, November 24). Media bias: 8 types [a classic, kinda]. Retrieved from <https://capitalresearch.org/>

<sup>9</sup> Media bias. (2018, August 11). In *Wikipedia, the free encyclopedia*. Retrieved August 19, 2018, from [https://en.wikipedia.org/wiki/Media\\_bias#cite\\_note-9](https://en.wikipedia.org/wiki/Media_bias#cite_note-9)

toppling governance established by law. The trend is also trickling down to the domestic media. Time and again media bias and its reasons have been discussed by various thinkers and social scientists. Some thinkers are of the view that media outlets are primarily driven by profit motives, as opposed to political motives. Here, the bias may arise from the preferences of consumers of the media. Under the assumption that consumers prefer to consume news that confirms their prior beliefs, competition forces newspapers to differentiate themselves by moving to the ideological extremes. The present study aims to study the bias in leading English dailies. The review of related literature is done in that perspective. The reviewed literature is related with the issue of media bias. A lot of work has been done in the field of media bias at the international level. However, there are no significant Indian studies available related with the subject. Let's have a look at some major contributions upon the issue:

**Matthew Gentzkow, Jesse M. Shapiro, Daniel F. Stone (2014)**<sup>10</sup> in their study titled, 'Media bias in the marketplace: Theory', suggest that bias can persist in commercial media markets for a variety of theoretical reasons. Supply-side bias persists when media management or labor are willing to sacrifice profits for political gain. Demand-side bias persists when consumers perceive biased media to be more informative or more enjoyable. Bias caused by reputation concerns persists when feedback on truth is weak. Despite its negative connotations, bias as they have defined it need not be socially harmful. In some cases—outright distortion or needless omission—the consequences for consumers, at least, will be unambiguously negative, and it is meaningful to talk about a benchmark of “unbiased” reporting. In other cases—filtering or selection—an efficient market may supply different varieties of bias, and there is no meaningful notion of unbiasedness. The effects of competition on bias and consumer welfare are in general ambiguous. Competition tends to sharpen firms' incentives to give consumers what they want. When supply-side incentives lead firms to distort their reports, competition tends to lessen bias and improve welfare. When consumers themselves demand bias, competition may lead to more extreme biases that cater to these tastes. This often improves welfare if consumers are rational and information-seeking, but otherwise may not. When distortions originate in firms' incentives to build a reputation for quality, the availability of information from competing sources may allow consumers to distinguish true quality more accurately, and so reduce bias by softening these reputational incentives.

**Heidar Ahmadi and Esmaeil Safaei Asl (2013)**<sup>11</sup> conducted a research on media bias by investigating how English newspaper editorials in Iran expressed their political ideologies in the ninth presidential election and published it in their research paper titled, 'Editorials and ideologies'. This study intended to determine how ideology or opinion is expressed in newspaper editorials. For this analysis, twenty-four editorials from Kayhan international, Tehran Times, Iran News and Iran Daily were selected. The corpus of data consisted of twenty four editorials from the mentioned newspapers. These editorials were chosen on the basis of their relation to the coverage of the ninth presidential election campaigns. They concluded that the relationships of the newspapers with the institutions, political parties and government influenced the way the editors conveyed their ideas and thoughts about the candidates in the presidential election.

**Philip Patterson and Lee Wilkins (2013)**<sup>12</sup>, in their book, 'Media Ethics: Issues and cases' have discussed in detail the issues such as media bias and objectivity. They explained that Journalism as a profession has been associated with ethics and objectivity. They say that each traditional profession has laid claims to a central tenet of Philosophy. For example, Law is equated with justice and medicine with the duty to render aid. According to them, Journalism has a lofty ideal: The communication of truth. According to them, truth is associated with the journalistic ideal of objectivity. They claimed that although objectivity has many definitions, yet minimally it is the requirement that journalists divorce fact from opinion. They further mention that journalists cover the famous and powerful people more than the people they are supposedly writing for. On the issue of bias they quote Walter Lippmann who said, “For the most part, we do not first see, and then define, we define first and then see.”

**Paul Farhi (2012)**<sup>13</sup> in an article titled, 'How biased are the media, really?' mentions that the media is highly

---

<sup>10</sup> Media bias in the marketplace: Theory: Author (s) *Matthew Gentzkow, Jesse M. Shapiro, Daniel F. Stone (2014)* National Bureau of Economic Research, February 2014 Working Paper 19880 <http://www.nber.org/papers/w19880>

<sup>11</sup> Heidar Ahmadi and Esmaeil Safaei Asl (2013); *Editorials and Ideologies*; International Journal of Science Culture and Sport December 2013; 1(4) ISSN : 2148-1148

<sup>12</sup> Philip Patterson and Lee Wilkins (2013) *Media Ethics: Issues and cases*; London: Mc Graw Hill pp. 21, 23, 24, 25, 27.

<sup>13</sup> Paul Farhi (2012, April 27), *How biased are the media, really?* [https://www.washi\\_ngtonpost.com/lifestyle/style/how-biased-is-the-media-really/2012/04/27/glQA9jYLmT\\_story.html](https://www.washi_ngtonpost.com/lifestyle/style/how-biased-is-the-media-really/2012/04/27/glQA9jYLmT_story.html)



biased during the election campaign. He wrote that due to this biasedness the public confidence in the news media has hit a new low. He quotes the survey report of the Pew Research Centre which says that Seventy-seven percent of those surveyed said that the media “tend to favor one side”. He asks a very relevant question that has the media really become more biased or is this a case of perception? In his opinion, the researchers have found bias in reporting but they don't mention it clearly. The truth, according to him, is that one side is consistently favored by the media and this favoritism has been growing like a pernicious weed.

**Kathleen Hall Jamieson (2012)**<sup>14</sup> in her article titled, ‘Does the US Media Have a Liberal Bias: A Discussion of Tim Groseclose's Left Turn: How Liberal Media Bias Distorts the American Mind’, states that Groseclose was of the view that media effects play a crucial role in American politics. According to him, the journalists tend overwhelmingly to be liberal rather than conservative, their innate political bias slants their views in empirically measurable ways and this bias fundamentally shapes American politics, by bringing US citizens further to the left than they would naturally be. Discussing the powerful impact of media bias he states that in a world where media bias did not exist, American citizens would behave in an entirely different manner and in such a world, John McCain would have defeated Barack Obama by a popular vote margin of 56%—42% in the 2008 presidential election.

### **Objectives of the study:**

The present study has the following objectives:

1. To study the issues covered in the English dailies;
2. To get the readers' viewpoint of the content of the Front page of English dailies in light of *Charles L. Overby's Fairness Formula*;
3. To find out media bias in the English dailies.

**Research methodology:** The research methodology involved the descriptive survey technique of data collection. “A descriptive survey attempts to describe or document current conditions or attitudes—that is, to explain what exists at the moment.”<sup>15</sup> During the course of study a structured questionnaire was developed to collect the data. The total number of respondents was 400 as one hundred readers of each newspaper were included in the survey. There were 266 males and 134 females in the sample.

The respondents were asked to rate their newspaper upon the basis of the parameters of accuracy, balance, completeness, detachment and ethics as suggested by Overby. They were asked to assess their newspaper as very good, good, acceptable, poor and very poor as far as these parameters are concerned. The survey was carried out in the four districts of *Haryana*, namely, *Panchkula*, *Ambala*, *Kurukshetra* and *Karnal*. The survey was conducted in the months of May-June, 2018. The researcher, at the initial stage, contacted the newspaper hawkers to get the addresses of the readers. Having got the addresses, the sample was selected. Since, it was a tedious task to conduct a survey in four districts, the researcher trained 08 students of journalism to help him in conducting the survey.

### **Charles L. Overby's Fairness Formula**

During the study, the respondents were asked to give their views about their respective newspaper upon the basis of the Fairness Formula as propounded by Charles L. Overby. Charles L. Overby was the former Chairman, Chief Executive Officer and President of the Freedom Forum and Chief Executive Officer of the Newseum. He once remarked that, “In meetings with small groups around the country, we encouraged people to talk about fairness in the media. The topic quickly became a broad umbrella for complaints in general about the media. Most of the complaints focused on the basics of newsgathering and presentation. From those discussions, I have broken down the components of fairness into five basic categories that provide an easy-to-remember formula: **A + B + C + D + E = F**.”<sup>16</sup>

Overby explained his formula as under:

**Accuracy + Balance + Completeness + Detachment + Ethics = Fairness**

He also stated that, “There are other ways to state it, but these five categories generally capture most of the complaints we have heard about the need for fairness and improvement in the media. Many editors and news directors may think the components are so basic that their news reports meet those standards easily. But many of the people whom we interviewed do not think so. The public expects all five categories — not two or three — to

---

<sup>14</sup> Jamieson, K. (2012). Does the US Media Have a Liberal Bias: A Discussion of Tim Groseclose's Left Turn: How Liberal Media Bias Distorts the American Mind. *Perspectives on Politics*, 10(3), 783-785. doi:10.1017/S1537592712001193

<sup>15</sup> Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (p. 185).

<sup>16</sup> Itule, B. D., & Anderson, D. A. (2008). *News writing and reporting for today's media* (p. 460). New York: McGraw Hill.

be applied to all news stories.”<sup>17</sup>

**Data presentation and results:**

**Table 1.1 Overby's Fairness Formula and The Indian Express**

Categories	Very Good	Good	Acceptable	Poor	Very Poor	Total
Accuracy	24	42	32	2	0	100
Balance	3	21	23	53	0	100
Completeness	0	45	23	32	0	100
Detachment	0	45	43	12	0	100
Ethics	8	32	60	0	0	100
Total	35 (7.00%)	185 (37.00%)	181 (36.20%)	99 (19.80%)	0 (0.00%)	500

The table above presents the respondents' views regarding The Indian Express based upon Overby's Fairness Formula. Total 37 % respondents said that they found The Indian Express good if they judge it on the given parameters while 7% found it very good. Not only this, 36.20% of the respondents said that the paper is acceptable, while 19.80% believed that it is poor. Having a close look at the data, it is revealed that a total 53 respondents found the newspaper poor as far as balance is concerned. Also 32 respondents found it poor in context of completeness and 12 respondents found it poor as far as detachment is concerned.

**Table 1.2 Overby's Fairness Formula and Hindustan Times**

Categories	Very Good	Good	Acceptable	Poor	Very Poor	Total
Accuracy	8	10	34	46	2	100
Balance	2	14	23	54	7	100
Completeness	12	34	19	19	16	100
Detachment	0	18	48	27	7	100
Ethics	3	31	38	20	8	100
Total	25 (5.00%)	107 (21.4%)	162 (32.40%)	166 (33.20%)	40 (8.00%)	500

Similarly, the readers of Hindustan Times presented their views after judging it on the Overby's Fairness Formula. The table above clearly indicates that a large number of respondents (33.20%) believe that the newspaper is poor as far as the Fairness Formula is concerned. Only 5% of them felt that it is very good while 21.4% said it is good. Total 32.40% said that it's acceptable while 8% went to the extent of saying that it is very poor. If we elaborate more upon the data, it is surprisingly revealed that 54 respondents registered their choice as poor while 7 of them registered it as very poor when it came to the parameter of balance. On the grounds of accuracy also, 46 respondents said that it's poor.

**Table 1.3 Overby's Fairness Formula and The Times of India**

Categories	Very Good	Good	Acceptable	Poor	Very Poor	Total
Accuracy	2	32	41	23	2	100
Balance	5	21	48	18	8	100
Completeness	11	34	18	21	16	100
Detachment	2	21	49	23	5	100
Ethics	0	18	39	37	6	100
Total	20 (4.00%)	126 (25.20%)	195 (39.00%)	122 (24.40%)	37 (7.40%)	500

According to the majority of respondents (39%), The Times of India is acceptable as far as the Fairness Formula is concerned. Total 25.20% found it good while 4% found it to be very good. However, as the table above mentions, 24.40% respondents found it to be poor while 7.40% said that it's very poor. A total of 37 respondents called it poor when it came to the parameter of ethics while 23 termed it as poor as far as accuracy is concerned. A total 16 respondents termed it as very poor as far as completeness is concerned.

**Table 1.4 Overby's Fairness Formula and The Tribune**

Categories	Very Good	Good	Acceptable	Poor	Very Poor	Total
Accuracy	2	21	41	31	5	100
Balance	0	11	31	47	11	100
Completeness	0	25	34	39	2	100
Detachment	3	6	44	37	10	100

<sup>17</sup> Overby, C. L. (n.d.). In the Newsroom: The Fairness Formula. Retrieved from <https://www.americanpressinstitute.org/wp-content/uploads/2013/09/Understanding-fairness-in-reporting-and-planning-for-the-unpredictable.pdf>

Ethics	2	10	32	48	8	100
Total	7 (1.40%)	73 (14.60%)	182 (36.40%)	202 (40.40%)	36 (7.20%)	500

The data associated with The Tribune has been presented through the above table. It was an astonishing revelation that the majority of respondents (40.40%) found it poor after judging it on the Fairness Formula. A total 31 respondents termed it as poor on the parameter of accuracy, while 47 of them termed it as poor on the parameter of balance. Similarly, 39, 37 and 48 respondents termed it as poor as far as completeness, detachment and ethics is concerned, respectively. Interestingly, 36.40% of the respondents found it acceptable while 14.60% said that it's good. Similarly, 1.40% of the respondents said that it's very good in terms of the Fairness Formula.

### III. Conclusion:

The news media plays an important role in society. It sets the stage for political news, manages their agenda, sources, and controls the information. It functions as a window to the outside world, and possesses the ability to shape public knowledge, attitudes, and their behavior. It is no surprise then that the media is one of the most criticized institutions nowadays. Yet media remains the dominant source of news. This dominant and powerful role as public informants that the news media plays justifies a lot of the hype associated with the media bias debate. Here it is important to clarify that the term 'media bias' implies a pervasive or widespread bias contravening the standards of journalism, rather than the perspective of an individual journalist or article.

Media bias is present all over the world. There are a number of national and international watchdog groups that report on bias in the media. There are certain limitations to the media neutrality including the inability of journalists to report all available stories and facts, government influence, the pressures of the market forces such as advertisers etc. There are certain other factors that are held responsible for media bias such as ownership of the media organizations, concentration of media ownership, the selection of staff, the preferences of an intended audience etc. Thus, although the reasons can be different but bias prevails in the media.

### References:

- [1]. Chyi, H. & McCombs, M. (2004). Media salience and the process of framing. *Journalism & Mass Communication Quarterly*, 81(1), pp. 22-35
- [2]. Quackenbush, Daniel (2013) " Public Perceptions of Media Bias: A Meta-Analysis of American Media Outlets during the 2012 Presidential Election." *The Elon Journal of Undergraduate Research in Communications* • Vol. 4, No. 2 • (Fall 2013)
- [3]. McQuail, D. (1992). *Media Performance: Mass Communication and the Public Interest*. London: Sage
- [4]. D'Alessio, D; Allen, M (2000-12-01). "Media bias in presidential elections: a meta-analysis". *Journal of Communication*. 50 (4): 133–156. doi:10.1111/j.1460-2466.2000.tb.02866.x. ISSN 1460-2466.
- [5]. Shoemaker, Pamela J.; Vos, Tim P. (2009). *Gatekeeping Theory*. New York: Routledge. ISBN 0415981395.
- [6]. DeFleur, Melvin; DeFleur, Margaret (2009). *Mass Communication Theories: Explaining Origins, Processes, and Effects*. Allyn & Bacon
- [7]. Quackenbush, Daniel (2013) " Public Perceptions of Media Bias: A Meta-Analysis of American Media Outlets during the 2012 Presidential Election." *The Elon Journal of Undergraduate Research in Communications* • Vol. 4, No. 2 • (Fall 2013)
- [8]. Allen, Steven J (2015, November 24). Media bias: 8 types [a classic, kinda]. Retrieved from <https://capitalresearch.org/>
- [9]. Media bias. (2018, August 11). In Wikipedia, the free encyclopedia. Retrieved August 19, 2018, from [https://en.wikipedia.org/wiki/Media\\_bias#cite\\_note-9](https://en.wikipedia.org/wiki/Media_bias#cite_note-9)
- [10]. Media bias in the marketplace: Theory: Author (s) Matthew Gentzkow, Jesse M. Shapiro, Daniel F. Stone (2014) National Bureau of Economic Research, February 2014 Working Paper 19880 <http://www.nber.org/papers/w19880>
- [11]. Heidar Ahmadi and Esmail Safaei Asl (2013); Editorials and Ideologies; *International Journal of Science Culture and Sport* December 2013; 1(4) ISSN : 2148-1148
- [12]. Philip Patterson and Lee Wilkins (2013) *Media Ethics: Issues and cases*; London: Mc Graw Hill pp. 21, 23, 24, 25, 27.
- [13]. Paul Farhi (2012, April 27), How biased are the media, really? [https://www.washingtonpost.com/lifestyle/style/how-biased-is-the-media-really/2012/04/27/glQA9jYLmT\\_story.html](https://www.washingtonpost.com/lifestyle/style/how-biased-is-the-media-really/2012/04/27/glQA9jYLmT_story.html)
- [14]. Jamieson, K. (2012). Does the US Media Have a Liberal Bias: A Discussion of Tim Groseclose's Left Turn: How Liberal Media Bias Distorts the American Mind. *Perspectives on Politics*, 10(3), 783-785. doi:10.1017/S1537592712001193
- [15]. Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (p. 185).
- [16]. Itule, B. D., & Anderson, D. A. (2008). *News writing and reporting for today's media* (p. 460). New York: McGraw Hill.
- [17]. Overby, C. L. (n.d.). In *the Newsroom: The Fairness Formula*. Retrieved from <https://www.americanpressinstitute.org/wp-content/uploads/2013/09/Understanding-fairness-in-reporting-and-planning-for-the-unpredictable.pdf>