Lesson title – Bias in the Media

Content Standard USG-4.4 Analyze the process through which citizens monitor and influence public policy, including political parties, interest groups, the media, lobbying, donations, issue advocacy, and candidate support.

Learning objective: The student will be able to analyze bias or “spin” in the media in relation to political parties, and government.

Essential Questions: What is the purpose of media in government?

 What biases can the media portray in a news story?

Lesson set: Review of the lesson on public opinion form the class before

Skill Development: Short lecture and notes on the media as a watchdog, and how it can focus public opinion on issues

Guided Practice show students a news story covered from the point of view of Fox news and show them a similar story from the point of view from MSNBC.

Closure: Discussion on bias in the story, and why media may present bias stories (ratings, catering to their audience or their networks interest)

Independent practice: Students will be placed in groups of 4, and the split into teams of 2 Each group will be assigned a news clip from the C-SPAN website they will then have to use the clip in a news cast they present to the class, 2 students will edit the clip and present it in a way that makes it appear positive and the other two students will do so in a way that makes it appear negative.

Materials

SMARTBOARD lecture, Computer lab, CSPAN website, Directions and rubric for students.

\* Note this lesson could be adapted to teach yellow journalism in US history as well.