

# WHAT IS MEDIA'S ROLE?

- To inform
- To entertain
- To persuade

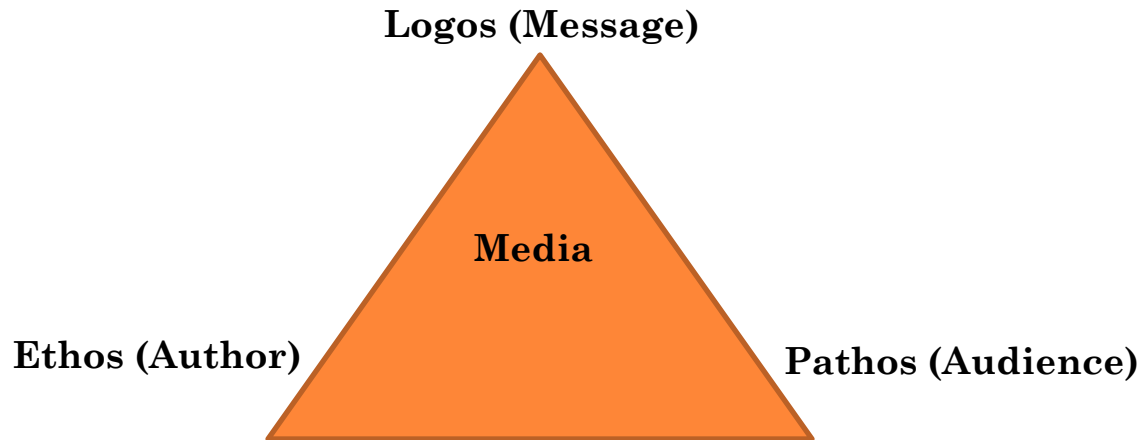


# NEW MEDIA TERMS (TO REFLECT 24 HR CYCLE)

- Journalism of Assertion
- Feeding the Beast
- Contextual Objectivity
- Echo Chamber
- Citizen Journalist



# THE ARGUMENT AS IT PERTAINS TO MEDIA



- **Logos: Rational or Logical Appeals.** Appeal to logical reasoning ability of the audience through use of facts, case studies, statistics, experiments, logical reasoning, analogies, anecdotes, authority voices, etc. Are writer's claims reasonable? Is there sufficient evidence to support those claims? Does the speaker make logical conclusions? Does he/she talk about counter-arguments, other opinions or points of view?
- **Pathos: Emotional Appeals.** Appeal to beliefs/feelings of the audience. An appeal of pathos can move an audience to anger or tears as a means of persuasion. It may attempt to invoke particular emotions such as fear, envy, patriotism, lust, etc. Or, an appeal of pathos may stem from shared values between the author and the audience, or from an argument that caters to an audience's beliefs.
- **Ethos: Ethical Appeals.** Appeal based on the character, persona, and/or position of the speaker. This kind of appeal gives the audience a sense of the author as competent/fair authority figure. Such an appeal may highlight the author's trustworthiness, credibility, reliability, expert testimony, reliable sources, fairness, celebrity, etc.
- (media rhetorical argument source: CSU, Sacramento [www.csus.edu](http://www.csus.edu))



# RHETORICAL FALLACIES

- **Begging the Question or Circular Reasoning:** the argument is proved using the premise itself. For example: "*Only an untrustworthy person would run for office. The fact that politicians are untrustworthy is proof of this.*"
- **Bandwagon or Argument ad Populum:** a fallacious argument that concludes a proposition to be true because many or all people believe it or many. For example: "*Since 95% of Biologists believe in evolution, it must be true.*"
- **Overgeneralization (or Hasty Generalization):** an argument basing a broad conclusion upon the statistics of a survey of a small group that fails to sufficiently represent the whole population. For example: "*I loved the hit song, therefore I'll love the album it's on.*"
- **Either-Or:** Limiting the argument to two choices. For example: "*Either you eat your veggies or you go to bed without dessert.*"



# RHETORICAL FALLACIES (CONT.)

- **Ad Hominem:** Latin for attack against the man. For example: *Bush never served in the armed forces, so his idea to go to war against Iraq is wrong.*
- **Post hoc ergo propter hoc** is **Latin** for "after this, therefore because of this." For example, *a rooster always crows before sunset. Therefore, the rooster's crow must cause the sunset.*
- **Straw Man:** Distorting your opponent's argument so much that it is no longer the same argument OR upholding an argument that has an opposing argument supported by nobody. The straw man is the argument that is distorted and does not exist. Example, *Jason says, "I don't feel like doing homework." Jason's mom says, "So, you're going to fail out of high school."*
- **Red Herring:** Distracting the audience away from the argument at hand. For example, *in the OJ trial the fact that the policemen were racist was a red herring the attorney used t*



# TYPES OF MEDIA BIAS

- Political (favoring a certain party or political group)
- 
- Ethnic, Racism, or Nationalism (favoring a certain ethnicity, race, or nation)
- 
- Corporate (favoring a certain corporation)
- 
- Class (ignoring or exaggerating class divides)
- 
- Mainstream (Bandwagon)
- 
- Religious or cultural
- 
- Sensationalism (exceptional over ordinary)
- 
- Exaggeration of minority views
- 
- Bias towards ease—reporting what is already widely reported or lacks merit
- 
- Accidental bias due to error or misinterpretation

