

3 Types of Media Bias

source: AllSlides.com

1: Spin

- Vague, dramatic or sensational language is used to promote a product, service or idea to downplay or discredit alternative views.

Words & Phrases:

Emerge	Turn up the heat	Facing calls to...
Serious	Critical	Meaningful
Refuse	Decrying	Even though
Crucial	Offend	Monumental
High-stakes	Stern talks	Significant
Tirade	Offensive	Landmark

Words & Phrases to imply „bad behavior“ and sensationalize information:

Surfaced	Mocked	Lashed out
Conceded	Raged	Gloated
Admit to	Bragged	Rant
Dodged	Fumed	Erupted

2: Opinion Statements Presented as Facts

- Subjective language or statements which are based on the author's opinions, assumptions, beliefs, tastes, preferences or interpretations are used to portray a situation.

Words & Phrases:

Good/Better/Best	Bad/Worse/Worst
Considered to be...	It's likely that...
Seemingly	Dangerous
Extreme	Suggest
Apparently	Possibly

3: Sensationalism/Emotionalism

- Subjective language or statements which are based on the author's opinions, assumptions, beliefs, tastes, preferences or interpretations are used to portray a situation.

Words & Phrases:

Shocking	Explosive
Remarkable	Slams
Showdown	Rips
Chaotic	Warning
Onslaught	Desperate