

Worksheet 3.1

We've never had it so good

The following table contains a number of statements about the news media in contemporary Britain. Respond to each of the statements. They are all positive views of the news media and suggest how things would be in an ideal world. When you respond to a statement, try to consider what barriers might exist to the statement being valid.

The news media are unbiased – they do not present the world from a particular point of view.	
The news media are empowered to discuss the true happenings of each day and get to the truth of things despite the efforts of the rich and powerful to pressurise them, distract them or mislead them.	
The news media has the public's interests at heart. Their first goal is to educate and inform, not allowing their communication to become dominated by the need to entertain or distract us.	
The news media is able to distinguish between sensation and news – focusing on the people whose decisions really shape our destinies and that of this planet.	
The news media are not dominated by the need to present the world only in a bleak light – bad news does not dominate the agenda.	
The news media does not just follow the news agenda laid down by politicians' spin doctors or the public relations specialists seeking to get news of their client's businesses or campaigns into the news. It is capable of mounting its own campaigns – of making the news and of highlighting problems and scandals that are on-going rather than an immediate cause for concern.	
The news media speak to a cultured, discriminating, educated and informed public – one that is interested and engaged in politics and concerned about the world in the broadest sense.	