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Explain how Media sources utilize Selective Perception to gain viewers and or subscribers:

“The news subscription process is not a pleasant one. At best, subscribers say it is mildly annoying, at worst, it is frosting, cumbersome and inefficient. Audiences are extremely sensitive to perceive bias in news Media since 2016 election.

The potential subscribers for local news are not just people who reside in the geography, but also anyone who has a meaningful present or past connection to the area.

Subscribers are being purchased because of political climate, but also sometimes canceled because readers think coverage is unfair, or in other cases not aggressive enough.

To attract subscribers in a noisy news landscape, organizations must excel at few key coverage areas instead of trying to cling to the notion of being equally comprehensive about everything.

This is a finding that comes out in their quantitative research and was strongly reinforced in their qualitative in-depth interviews.

There are important audiences to identify, understand, and serve, and developing acquisition and subscribers strategies for these different audiences becomes an important new model as publishers moved beyond advertising.”

[www.americanpressinstitute.org](http://www.americanpressinstitute.org)

The Media acts as a gatekeeper deciding what is news worthy, therefore, the mainstream media shapes public opinion by choosing what constitutes news and what does not.

There is a reciprocal relationship between journalist and news makers. The prudent media outlets are more apt to get access to politicians if they are considered friendly or at least not hostile by them.

While press conferences, formal interviews and speakers are good sources for sterile prepackaged, political information, individual reporters must establish trust with insiders and the politicians themselves to be the first to report, “break” news which advances his/her reputation and attract large audiences.

<https://doi.org>

Both the newsmakers and the reporters are involved in framing the message the public will hear. Given the public's attention span and lack of specific knowledge concerning political events and the need for news organizations to increase the ratings, news coverage is primarily concerned with the "Here and Now".

As a result, news coverage is largely segmented and choppy rather than constant and detailed. In effect, public opinion is prone to change based upon how the issues are presented.