The American people have always wanted to be informed about situations and subjects that occur on a daily basis. They crave knowledge about what is happening in this world, our nation, and their local surroundings. The creation of media has giving everyone the opportunity to become informed about what is going on in today’s society. What started out as information being passed out on a piece of paper has turned into the creation of billion dollar companies relaying news to millions of people through numerous outlets. In the beginning the media used newspapers to inform the public about important events that were occurring. Most of these papers were delivered daily to individuals with new publications written about recent situations that were occurring at that time. It also gave people the ability to stay up-to-date about a story that may be happening over a certain period of time, such as a trial or crime spree. With the advance of technology over the years these papers transcended into local news programs. This gave individuals the ability to be aware of events happening worldwide, only now there was no subscription fee. Every evening people were able to gather around their television to see everything from worldwide to local issues. Still, technology and the way individuals receive news was not done. In today’s society we no longer have to wait for the evening news. The creation of the Internet has given us the ability to view news stories at the touch of a button. We do not have to wait the next day to find out more information about a story because it is constantly updated on the Internet and viewed mere hours after the original incident occurred. To contend with the Internet and its ability, news companies added channels with 24/7 news coverage that allowed individuals to view news programs all day. The use of radio also helped convey news stories that were occurring by offering 24/7 news stations by companies such as Sirius and XM radio. The new media and traditional media were both created with the same purpose of informing the public. However, with the advances in technology, new media allows a person to stay constantly informed and is leading to the extinction of traditional news.

Consolidation of these news companies has given them the ability to spread the same news story to number of consumers. This consolidation has made it possible for two people who do not read, listen, or view the same news source the ability to be informed about the same subjects. By doing this news sources have the power to generate more income for the company by expanding its clientele.

These large news companies are the sources individuals look to for staying informed. Each company is relaying news stories to people across the globe, many which are the same. However, are these companies describing the situation the same? Bias within the media is a topic which many viewers believe to be true. These companies are depicting a topic in a manner in which company executives see fit. They are not just telling you facts about something, but rather giving you the company’s opinion about a subject. Most large news companies favor some political side, and their stories represent that. It is easy to see this if a person takes some time to sit down to read, listen, or view the way a company describes a particular matter. This is especially apparent on television. An individual’s local news may be reporting facts on a situation, but if a person views the same situation on a cable station there is a political pundit giving their personal interpretation. This view is most likely one that was established by the company who has ownership over the television station. It seems as though objective journalism has taken a “back-seat” in these companies. Is this acceptable? I believe that there are many individuals that rely on these opinions made by large companies and their pundits. I have even found myself taking a side to a story because of the argument made by a particular individual. However, I think that it is important for an individual to know that facts about a topic before a decision is made. A person can gain knowledge from all news sources available, but I believe that an individual’s viewpoint on a topic should be one that he or she believes in, not the media source.