

портажей, где необходимо человеческое усердие. Многие убеждены: все, что делается для людей, должно делаться людьми.

Таким образом, человечество не готово к полной роботизации журналистики, а роботы не готовы заменить людей, поэтому, на наш взгляд, в обозримом будущем этого не произойдет. Все-таки журналистика – это особый вид творческой деятельности, которую не может выполнить алгоритм. Во всяком случае, сегодня.

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## BIASED INFORMATION AS A GLOBAL PROBLEM OF MODERN JOURNALISM

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This article discusses one of the main problems of journalism. It's biased information. The aim of the research is to show the attitude of students to the object of study, to give its definition and describe its features. The publications of the largest media in the USA and Belarus were investigated to prove that biased information is a problem topical all over the world.

**Key words:** non-objective information; value judgments; one-sided information; the global problem of journalism; the bias of political media.

When I began to study the issue of biased information in media I decided to find out whether the others consider this topic as relevant. I conducted a study among 100 BSU students. I asked them: «Do you think that biased information is the main problem of journalism in the world?» 73.1 percent said «yes», and only 26.3 percent disagreed with me. I understood the problem is topical in modern society.

But there is one concern. The information is also biased because the question of the survey was biased. I asked without alternatives. I didn't tell them about other reasons.

To compare with more objective information I made another survey: only 22 percent think as me.

### **Biased – definition**

At first, we should figure out what «biased» means. Also we should make it clear why it's dangerous at all.

Biased information is the information showing an unreasonable like or dislike for a person based on personal opinions [1].

There are a lot of signs of Biased information, but in my research I'll use only 2 (they are easier for unification):

1) value judgments (The information which gives not only facts, but opinion with assessment by author: immoral, bad, good, long, appropriate);

2) unilateralism, or one-sided approach (we talk only about advantages or disadvantages of the subject) [2].

But why is it dangerous?

The first reason is killing our critical thinking and critical view of the situation. Biased information gives us only one idea, already designed and even chewed instead of you. Because of this we can easily become victims of the propaganda.

The second reason is derived from the first one. Because of propaganda we become more easily manipulated.

And last but not the least is its effectiveness. In comparison to total lie biased information is plausible. If we return to my first survey I'll not find total lie there. It's difficult to find a mistake where there's no one.

### **How much the problem is global?**

I researched 2 countries: the USA and Belarus.

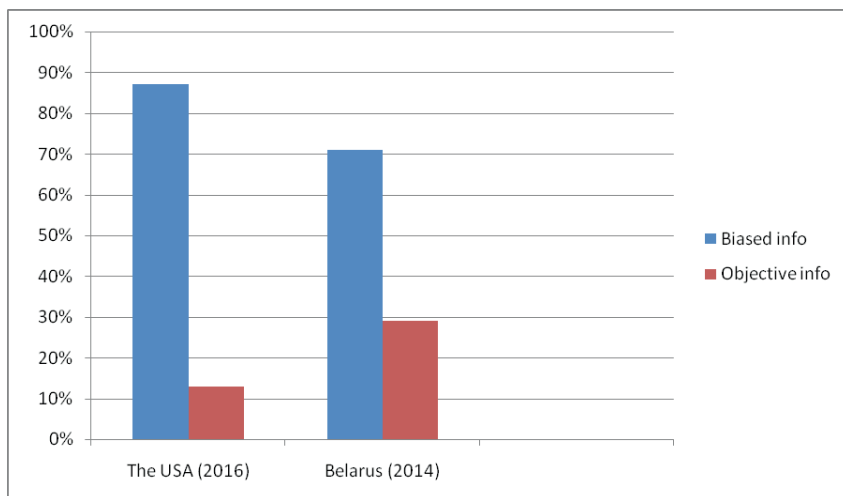
It's wasn't possible to examine all the media events. So I took one of the most resonant – the latest presidential elections in both countries.

At first I target articles I need by the means of data target and keywords. Then I research 50 random articles from 2 most important media of the country (FoxNews, CNN, TUT.by, OHT). In the end I calculate and visualize the data.

In the USA I studied 2016 presidential election campaign. The most powerful candidates were Trump and Clinton. I used keywords «election», «Trump», «Clinton» in articles from 20 July to 4 November 2016 in electronic version of FoxNews [3] and CNN [4].

In Belarus I studied 2014 presidential election campaign. I used keywords «Лукашенко», «президентские выборы 2014», «предвыборная компания», «кандидаты в президенты 2014» in electronic version of TUT.by [5] and OHT [6].

The results are the following (Fig. 1):



*Fig. 1. Biased and objective information in media during presidential elections*

So you can see that biased information is really one of the main problems of modern journalism all over the world.

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