

KITCHEN CREATIONS

turning your
kitchen
ideas into
reality...



*restore a
cabinet service
cabinet refacing
custom cabinets*

Top News Stories

- [Thai anti-government protesters hail Thaksin guilty verdict](#)
- [Obama hopes to cement lead in Florida](#)

Media are failing in election coverage

Kris Taylor, Special to Burnaby Now

Published: Saturday, October 11, 2008

I am appalled by the poor coverage of this year's federal election by virtually all media outlets.

I think that this election should be a lesson learned for all pundits, columnists, 'objective' bloggers and all else. Shortly after the last federal election, I wrote an abstract detailing the late uselessness of the media in general for the electorate when it comes to providing the information that voters need in order to make their choice.

In the past several elections, both provincial and federal, media 'groupthink' across the entire industry has caused all of the media outlets - municipal, provincial and federal - to enter the big game of "we picked the winner first." Focusing on gaffes, puffins and polls and using adjectives such as 'tired,' 'weak,' 'beleaguered' and 'battered' in headlines does not provide voters with the information that they need to make a sound choice - it is disrespect to the very institution of journalism as a whole.

 [Email to a friend](#)  [Printer friendly](#)

Font:

- *
- *
- *
- *



Throughout this federal election in particular, if one searches on Google News, one can see how journalists of today are worse poll-chasers than the politicians themselves. Canadians across the country want politicians of conviction and substance who are passionate about their unique, innovative and differing views on how their respective jurisdictions should be run. They expect the same of journalists, although the journalists aren't supposed to be the ones making the news: rather, they expect their journalists to report the news.

A simple exercise of searching on Google News for Stephen Harper or Stéphane Dion shows the true dark nature of this shift in journalism from reporting the news to reporting what they believe people want to hear. Search for Stephen Harper on Google News and you will see a raft of adjectives, including the words 'powerful,' 'strong,' 'organized' and 'machine,' up until the latest Nanos poll was released. A similar search for Stéphane Dion up until the recent Nanos poll reveals the opposite: 'beleaguered,' 'weak,' 'tired' and 'desperate.'

Where this exercise is the most telling is when you compare the adjectives prior to the recent Nanos poll that showed that the Conservatives may not in fact win a commanding majority and that the Liberals may actually manage to eke out a minority yet - the adjectives flip for Stephen Harper and Stéphane Dion. It's the media that are 'flip-flopping' based on the polls. It's clear as night and day. When Harper looked poised for a majority, Dion looked like a weak loser.

Now that Harper's majority may have vanished and Dion looks much stronger than in the beginning of the campaign, Harper looks tired.

Both men are men of strong conviction and are the same people as they were at the beginning of the campaign - the only two things that changed were the polls and the adjectives used in the reporting.

As a voter, I do not desire my media outlets to slant the story based on the polls of the day.

I expect my media to merely report the facts, with no colour, slant, bias or adjectives in headlines at all.

- [1](#)
- [2](#)
- [next page](#)