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**The Power of Media Over People**

While it is natural for people for wanting to earn profits, same idea applies to the commercial media in America. Rather than earning their profits by delivering day to day news, the commercial media in America focus on sensationalistic stories so they can generate more viewers and higher rating. When the media covered the news of terror alerts with big hype and high sensation, the public was in panic and would not be able to think rationally. This type of media coverage will have a grasping effect on the public to the point where the public will blindly support the policy of existing political leaders and in turn dangers the ideals of democracy which is the foundation of America.

The reason behind the commercial media’s focus on sensationalistic stories is very simple, they can earn more profits that way. By focusing on sensationalistic stories than the regular news, it will generate more viewers and higher rating for the commercial media. If the commercial media focus on stories that are not sensational, people will be less likely to tune into the media which will result in lower viewers which further lead to possibility of sponsors dropping their deals with the media. The commercial media would rather focus on sensationalistic stories which could cause negative effect on the public since the profit is more important to the media (Lecture, 10/7/08).

When the public see sensationalistic coverage of terror alerts, rather than trying to think clearly and rationally, they will enter the state of fear and panic due to their fear of terrorism. The public was in fear of terrorism since the Sept. 11 attacks and the effect has been same since the Sept. 11 attacks (Stannard, p. A3). No one would want to experience something fearful and horrific as the Sept. 11 attacks and the media’s approach of coverage will only enhance that effect. The medial will cover the terror alerts not just once but repeatedly and many stations will cover the alerts. When something as sensational as the terror alerts is covered repeatedly and by numerous media, the public’s fear would reach high level (Stannard, p. A3).

It is unsure that the current government intentionally used terror alerts to stir fear into the public and in turn influence the president’s popularity. However, it is evident that the White House is aware of the effect of the commercial media’s sensationalistic coverage of terror alerts has on the public and on government’s rating (Stannard, p. A3). The idea of democracy is that people are free to think and say what they think is right. However, when the public support the government’s policy because of their fear of terrorism and not from the clear thinking, it dangers the ideals of democracy by hindering the public’s ability to make rational political decisions (Stannard, p. A3).

The commercial media focus on sensationalistic stories such as terror alerts to earn profits rather than focusing on the news which are not provocative. When the commercial media do sensationalistic coverage of terror alerts, the public will become fearful of the current situations and make hasty decisions to support the government’s campaign. This type of media’s sensationalistic coverage not only hinders the public’s ability make rational decisions, it also dangers the ideals of democracy which is the foundation of America. It is unfortunate that this trend of chained reaction will continue as long as the media, the public and the government exist.