

Candidate 1 evidence

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The Role of Media

The media of today's society plays a crucial role and can have a huge impact on people's attitudes or behaviours towards certain topics or groups of people. In the UK newspapers such as the Sun and Daily Mirror have often been criticised for not being truthful and being bias.

- A recent headline from the UK newspaper, the daily mail, stated, 'Immigrants bring more crime' This headline was released during the time where immigration was a big problem for the UK and across Europe. The headline created a moral panic across the UK with many people becoming worried and concerned as they thought that the immigrants coming across brought more crime. The media had created a stereotype towards the immigrant groups as many of the public now viewed immigrants

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with the immigration situation. This again ^{highlights} how the media can intentionally or unintentionally influence behaviour and attitudes towards immigrants and also political parties, by suggesting the government does not have a control of the matter.

- A recent headline from the Daily Mail, stated: 'Immigrants want our jobs' will have influenced our people attitudes towards immigrants. The headline again stands out and creates fear in the ~~public~~ public as the headline is suggesting to the reader that that the only reason the immigrants are choosing to come to the UK is to take our jobs. Many people will look at this headline and suddenly become worried and concerned about the job they have, as they may feel it is at risk. This immediately creates a negative impression of the immigrants and will cause many of the readers to view immigrants as a threat.

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<p>The headline can easily influence how Brits treat immigrants and also impact on the attitudes of people towards immigrants. Especially when it comes to today's society the media reaches out to more and more people across the world.</p> <p>- The Sun is a UK newspaper that is often criticised for not telling the truth and twisting its stories to influence attitudes and to entertain people. An example of this was when the Sun published a headline which stated, 'Lord Coke.' The headline caused outrage and shock across the UK as the story was accusing the Prime Minister at the time, David Cameron, of taking cocaine and other drugs. The headline shocked most of the country and caused many people to lose faith in Cameron and his government. Whether the story was true or false it certainly sold many copies across the UK and heavily profited the Sun. The headline</p>	

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	headline will influence many people's views and attitudes	
	towards the NHS, as they will view it	
	as weak and unstable which will definitely	
	'cause concern.	
	In conclusion it can be seen that the media	
	in today's society can seriously impact people's	
	attitudes and views towards certain topics in	
	society. Especially with mass media today as	
	the media can now reach millions of people	
	across the world, meaning it can influence	
	people's attitudes towards topics like immigration,	
	politics and the NHS very easily and can influence	
	views, attitudes and behaviours intentionally or	
	unintentionally. Although some media outlets may	
	argue they are simply informing the public and	
	meeting their needs.	