

* Fox news does not hire people who support the Democratic Party. This is their right to do so. They hire people that support their politics and then a bias arises out of them in their reporting. I don't think that the bias is intentional, yet rather it is a result of *individual bias manifesting itself in groupthink*.

* The agenda and bias is driven by the advertisers. Have you seen commercials for companies that don't produce an immediately tangible product- such as for BASF? It doesn't make any sense that they advertise. However, they buy up the commercial spaces, for millions of dollars, to then threaten to pull their funding if particular issues do not agree with the company or corporate agenda.

* It is funny how Fox *always* happens to pick the worst speaker for the opposition (usually a Democrat)...one who is not aggressive, does not have good speech iteration, or does not know the issues. This is obviously planned. 'We Report, You Decide' is a mantra that frequent viewers believe. Repeat a phrase long enough and it becomes the truth. There have been a few studies that proved this. I found a credible study where researchers found that the introduction of Fox News into 20 media markets resulted in those markets voting more Republican in the 2000 election (Della Vigna & Kaplan, 2007).

* Journalism died a long time ago. No longer is it acceptable for a reporter to fully investigate something and report on it. The journalist has to run the report by the editor who fears scaring away advertising dollars if the companies do not agree with the slant or political agenda. I have never liked journalists and, quite honestly, don't respect them.

* Where is the truth? I don't think there is truth in reporting. Every reporter, news agency, and story has a personal preference bias rooted somewhere. It is the same as government contractors, post 2001 in the first invasion in Iraq, who were asked their political views and Bush supporters were given the most lucrative contracts. I have read that Fox news only hires Republicans so there is a group thought in the organization....thus leading to the bias.

* Fox News commentators insult their opposition quite frequently. They use various forms of rhetoric to appeal to their viewers. They personalize attacks and frequently use the 'us or them' psychological fallacy in dialogue; either you agree with their 'horrible' plan or you impliedly side with us. They do not leave room for shades of grey.

* It is funny how Fox News has 'breaking news' that is sensationalized with graphics....and it could be something as simple as panda bears producing offspring in a Chinese zoo. The sensationalism turns into 'the boy that cried wolf' and takes away from credibility.

* "The press's obligation to print the truth is a standard part of its rhetoric. Virtually every code of ethics begins with the newsperson's duty to tell the truth under all conditions" (Christians, C, Fackler, M, Richardson, K, Kreshel, P, and Woods, R., 2012, p. 47). Truth and rhetoric exist separately. Rhetoric is the art of persuasion and there are many rhetorical devices used in media reporting. Therefore, if there is truth to be reported, there is no need to use rhetorical devices to 'trick' the viewer into believing it is the truth. Truth stands alone, not in need of persuasive rhetoric.

References:

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