ABSTRACT

Media Bias through Facial Expressions on Local Las Vegas Television News

by

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Trust in news media has been considered an important base for social order and cohesion in society and is a crucial variable for evaluating news media. Media credibility has been questioned by the audience for some time and the audience’s trust in the media has been slowly diminishing over the years. When a news broadcaster communicates a story on local television news, it is possible for his own opinions and beliefs to leak through nonverbal communication, specifically facial expressions. This presentation explores the four main local Las Vegas television news stations’ anchors and reporters to visually analyze whether facial characteristics reveal media bias while reporting the news.