

Audience

When describing bias in mass media communications, choice is used when dealing with a discourse community. According to Swales, a discourse community is a combination of multiple characteristics that all deal with how information is shared and used within a specific community (1990, pp.220-222). When writing with and without bias tone is important. Platforms such as television, radio, and social media, all require different tones in order for the bias to be best utilized. Knowing your own discourse community will allow you to better understand different techniques that are used when persuading and informing an audience.

Audiences are only exposed to what they are interested in, therefore you already have a portion of their attention. But an audience's attention is limited due to their own bias getting in the way. According to Communications Professor Halliday, generally an audience "decries anything that doesn't meet their own bias" (personal interview, October 1, 2015). There is no way to control how an audience interprets a message.

An audience receives their information from multiple different platforms. There are different media sources that are used when trying to influence an audience. But overtime people's use of the media has changed widely. They are presented with various different sources ranging from CBS News all the way to Buzz Feed Articles. Throughout time, though, the audience has always been the one to create the mass communication messages. Audience controls the media. And each of these messages have different values, assumptions and priorities.