Science in the “media”

Part 1: Understanding “Media”
What constitutes ‘media’ today?
What are the important concepts about media that I need to know to begin my study of science communication?
What is ‘freedom of the press’?
What makes something newsworthy?
What does the term ‘agenda-setting’ mean?
Mass media in Canada today

- **Newspapers in Canada**
  - Total daily newspaper paid circulation is 30.6 million copies per week
  - There are 98 general interest daily newspapers in Canada
  - The largest circulation is the Toronto Star (436,694 each weekday)

- **Television in Canada**
  - Canadians average just over 21 hours of weekly viewing
  - Almost one-third of the viewing is news & public affairs

- **Radio in Canada**
  - Canadians listen to radio an average of just over 18 hours a week
  - Radio listening has been slowly but steadily falling
Roles played by media:

- Gatekeeper
- Conduit
- Public
## What makes something newsworthy?

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Two Approaches to Science ‘News’

- News writing
- Feature writing
Agenda-Setting & the Media

The media agenda
- The issue is discussed in the media

The public agenda
- The issue is discussed and becomes a public issue

The policy agenda
- A public issue becomes important enough for it to make it to the public policy agenda.