

# MODULE 3. MASS MEDIA. CASE STUDY. PROBLEM 6.

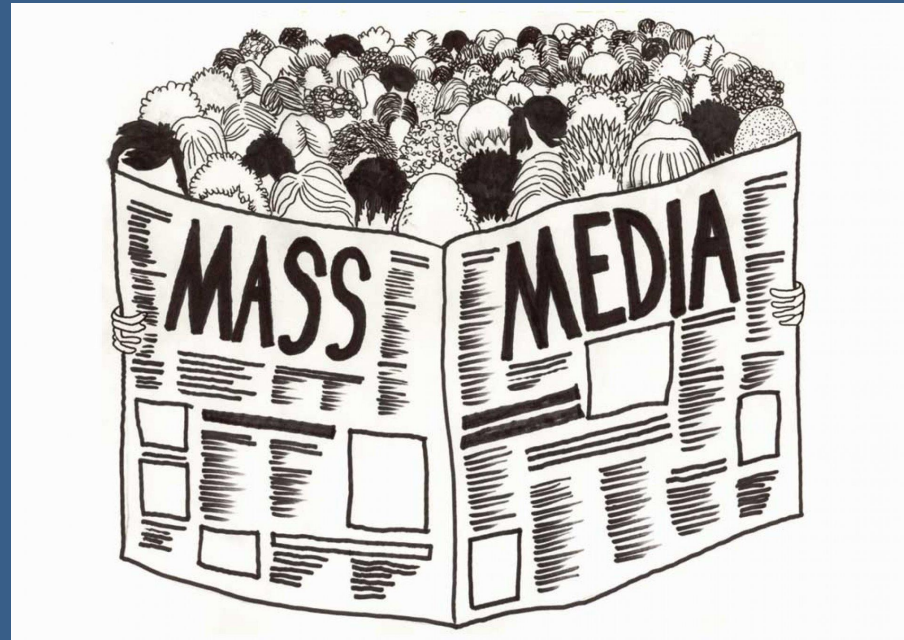
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# IDENTIFY AND DESCRIBE THE PROBLEM IN YOUR CHOSEN SITUATION.

A major data breach at Media Sphere raises privacy and security concerns and threatens Media Sphere's credibility as an impartial news source due to the potential disclosure of sensitive information.





# Hook

“As the influence of electronic media grows, so does our distrust of them, since the reliability and accuracy of information in the digital age remains an open question.”

# OUTLINE

- **Identify and describe the problem in your chosen situation.**
- **Hook**
- **Identify 3 causes or 3 consequences of the problem.**
- **Propose 3 solutions for the problem.**
- **Summarize the main part and give predictions/recommendations.**
- **References**

# 3 CAUSES OR 3 CONSEQUENCES

1

First, previous research shows that trust in the media is lower in unstable political environments, in politically polarized countries, and in countries with low levels of political trust (Hanitzsch et al., 2018). Mentality and the rapid decline in institutional trust, including in the media (Gilde Zúñiga et al., 2019; Hanitzsch et al., 2018).

2

Secondly, when it comes to audience factors like institutional trust. Political cynicism (Lee, 2010), exposure to misinformation (Ognyanova et al., 2020; Wasserman & Madrid-Morales, 2019), and use of social media as a primary source of news (Kalogeropoulos et al., 2019; Park et al., 2020) are correlated with lower levels of trust.

3

Conservative and right-wing citizens, as well as those in the political arena, are more distrustful of electronic media. (Jones, 2004; Lee, 2010; Schranz et al., 2018; Wilner et al., 2022)

# PROPOSE 3 SOLUTIONS FOR THE PROBLEM

1

Eighty-five percent of adults say accuracy is a critical reason they trust a news source. Getting the story right is the most important factor in gaining trust, regardless of the topic. Providing in-depth information and reliable data increases perceptions of accuracy. (p.8. 2016)

2

News consumers appreciate diverse viewpoints presented fairly. They also want to see stories about people like themselves. Finding the right balance of delivering content they can relate to while exposing them to other ideas shows the communicator respects them and appreciates fair play. Most people like that.(p.9. 2016)

3

•Consumers want their news fast...and complete. Seventy-six percent said having the latest details is critical. Organizations that are quick to answer key questions and deliver important details are seen as more trustworthy.(p.11. 2016)



# SUMMARIZE THE MAIN PART AND GIVE PREDICTIONS/RECOMMENDATIONS.

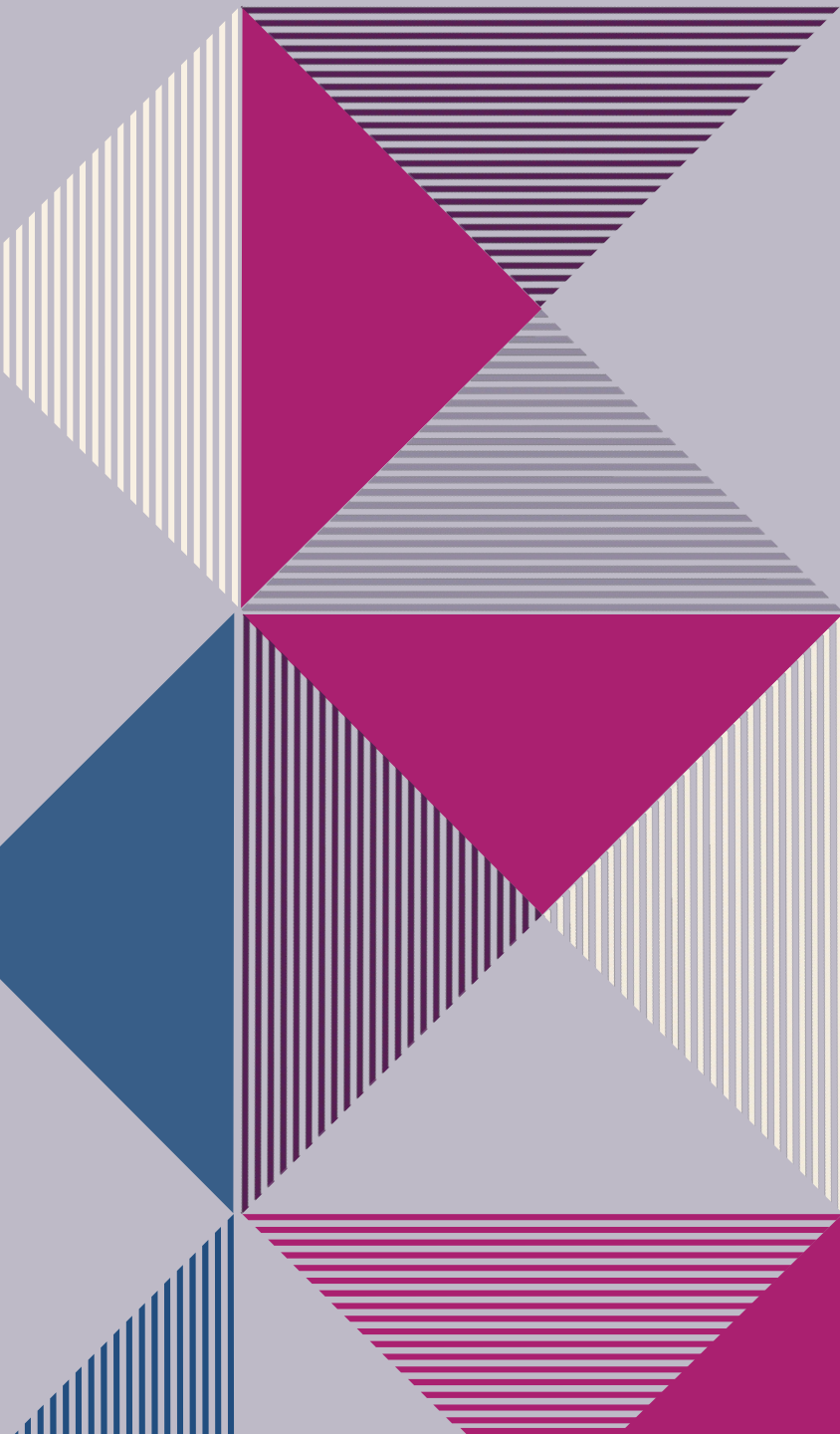
Distrust in electronic media is caused by doubts about the reliability of information. The solution includes strengthening cybersecurity, increasing transparency, educating readers, collaborating with experts, responsible journalism, proactively engaging with the public, and collaborating with regulators.

# REFERENCES

Urbániková, M., & Smejkal, K. (2023). Trust and Distrust in Public Service Media: A Case Study from the Czech Republic. *Media and Communication*, 11(4). <https://doi.org/10.17645/mac.v11i4.7053>

Blog, C. (2023). Five Tips from the News Media: How to Increase Trust. *Candor*. <https://candorpr.com/five-tips-from-the-news-media-how-to-increase-trust/>





**THANK YOU FOR YOUR  
ATTENTION**