Myth of the Liberal Media

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Social Attitudes and Public Opinion

What are myths?

Joseph Campbell’s book on myths was the basis of a popular series on PBS hosted by Bill Moyers.

"Read myths. They teach you that you can turn inward, and you begin to get the message of the symbols. Read other people’s myths, not those of your own religion, because you tend to interpret your own religion in terms of facts - but if you read the other ones, you begin to get the message. Myth helps you to put your mind in touch with this experience of being alive. Myth tells you what the experience is." (from The Power of Myth)

W. Lance Bennett—Political Myths

- "Myths cast the real world in such general terms that they reduce complex relations to simple propositions anchored as much in faith as in serious reality testing." (p. 27)
- "Myths establish a common basis for reactions to new events and conditions. Myths provide a common framework in the search for familiar patterns of meaning in life experience." (p. 377)

Loewen—Columbus Myth

- According to Loewen in his book, Lies My Teacher Told Me, the myth of Columbus’ discovery of America that is taught in grade schools in the U.S. has important political consequences
- Story (myth) of Columbus encourages identification with white colonialism (p. 70)
- Encourage identification with white exploitation (p. 72)
Questions to consider while watching the video:

1. What forms of bias are discussed in the video?
2. Does Chomsky think the media are liberal or conservative?
3. What is meant by the “propaganda model?”
4. Are there any errors or weaknesses in Chomsky’s arguments?