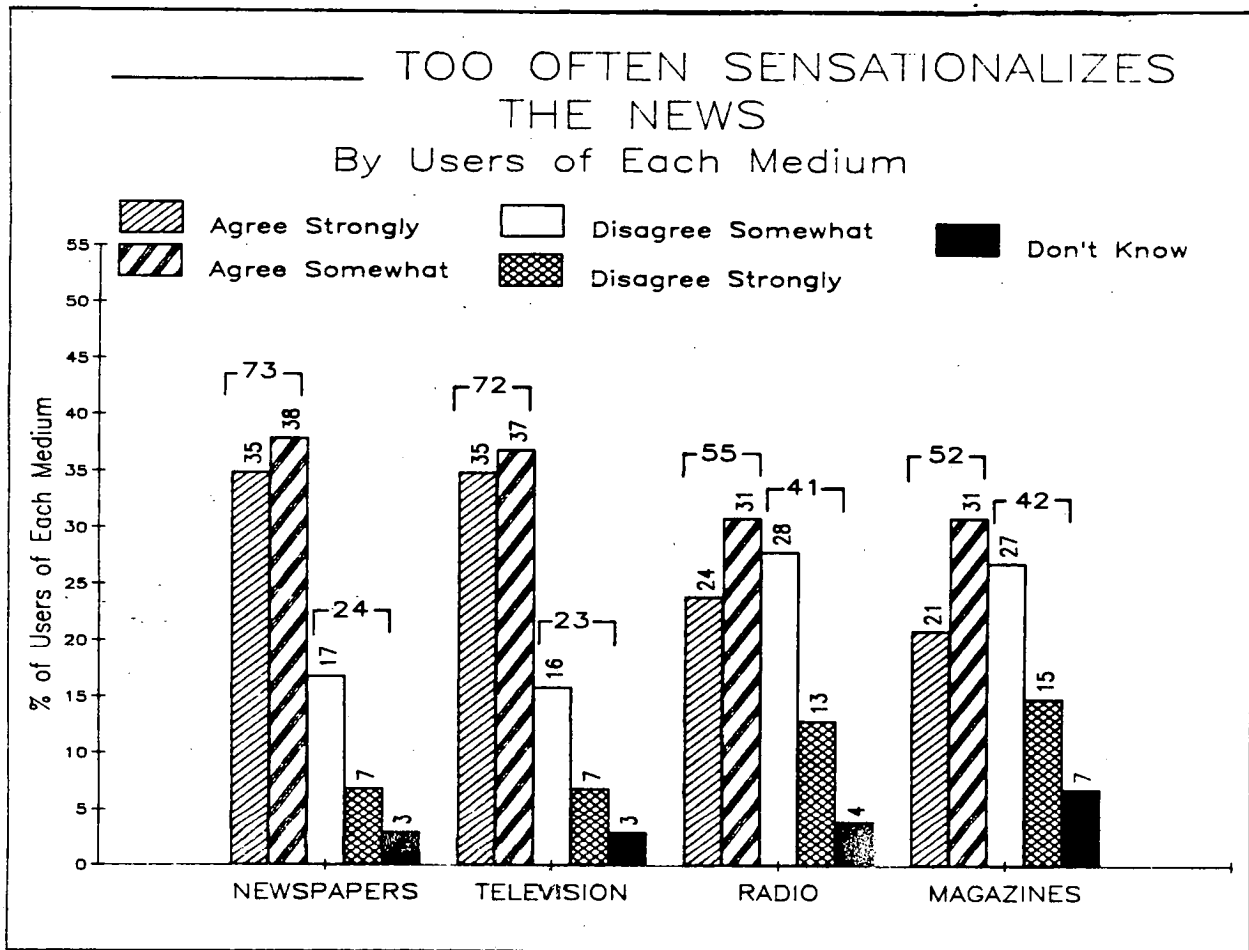


## Sensationalizing the News

Of the four media, television and newspapers are most often chosen by Canadians as "open and frank," "informative," "believable" and "honest." They are also perceived as the major media which "too often sensationalize the news." As the two main news sources in this country, it is perhaps natural that Canadians would feel more strongly about how the news is disseminated from television and newspapers.

The majority of media users, however, feel that all four media are guilty of sensationalism to some degree.



Francophones are particularly sensitive toward sensational news reporting in all four media. They not only agree more often, but also agree more strongly than anglophones that the news media are overly sensational.