



COURTNEY LONG

B.A. Communication Studies

*Minors: Political Science,
University Honors*

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Beckman 206

Media Credibility in Mass Communications

This presentation will explore media credibility in Mass Communications. Because media plays such a prevalent role in our lives, concern over credibility has always been an issue. As the world changes and becomes more complex, however, media credibility takes on even more importance. Analyzing the credibility of our media sources for news, politics, entertainment and sports is essential in order to understand and interpret the information we receive. This presentation will include research and analysis of primary sources. Studies already completed in this area also will be cited. Observations will be summarized, implications will be assessed and suggestions for the direction of future research on this topic will be discussed.