Stephen Giang

Prof. Kaluzhski

English 101

25 July 2018

Essay 2

Media needs more representation of the common people, rather than the industries and big businesses who seek capital gain. In today’s society, mass media outlets are based upon views and revenue. They are here to capture the attention and interest of the common people, while selling that towards big businesses for monetary value. Due to the popularity of mass media outlets, people pay less attention to the progressive media outlets. Progressive media outlets look to show real events that are used to inform and teach the public. Progressive media outlets are proved to be more beneficial than the mass media outlets from many aspects such as its goal to educate, its use to speak against injustice views, and its representation of the common people.

The 2012 Chicago Strike was a strike against the unfair working conditions towards teachers in Chicago. The teachers fought for teaching based on class evaluations and higher wages that would supplement the extra work they put it in for their students. They also fought to increase conditions so that teachers could teach with more passion to promote the educational system better. The strike was discussed with many unions to find a compromise but the teacher knew that it meant so much more than the money. It was about how teachers should be treated fairly and paid for their hard work with their students. The 2012 Chicago Strike was a movement.

Progressive alternative media outlets’ goal is to educate the common people on current events that socially and economically affect the common people. The goal to educate is what makes the progressive media outlets so much more beneficial towards common people than mass media. Despite, how boring this may sound, if the people want to improve their lives as a society, they need to be constantly learning to make things easier on themselves. Without progressive media outlets, the common people would not be able to understand decisions affecting their very lives. What mass media outlets offers is interest and entertainment, whereas on the other hand, progressive media outlets offers a way for the ordinary man to learn about his community or new laws in tact that would affect his way of driving. This goal to educate is what keeps society moving and evolving.

Based upon the coverage of the 2012 Chicago Teacher’s Strike from progressive medias such as *Mother Jones,* we can see that this source is simply trying to educate on the subject. Without adding bias towards the writer’s own feeling, they are clearly able to report on the subject objectively. They also have full coverage on the event that do include views from different standpoints and let other’s speak their view on the subject through their comments section. *Mother Jones* covers the reasoning behind the strike as “the district wants to increase the length of the school day by 20 minutes without adequately compensating teachers for the extra time, according to union negotiators.” This an unbiased form of speaking whereas mass media outlets such as *FOX news* covers the strike as “Seattle teachers will strike on the first day of school Wednesday after last-minute talks over wages and other issues failed to stop them from walking the picket lines in Washington state’s largest school district.” Mass medias want to talk about the money behind the strike as greedy and selfish. This is called a biased coverage, a small and tainted insight towards an entire subject. This in certain will catch most viewers eyes and pertain to a very specific audience, whereas, progressive medias talk about the teacher’s reasons and the effect of what the strike will do. Their goal to educate is clearly why progressive media outlets have full unbiased coverage on topics.

What clearly separates progressive media outlets from mass media outlets is how they use their platforms. Mass media outlets use their platforms to gain views and increase revenue. Progressive media outlets use their platforms to speak against injustices that happen every day towards the common people. Progressive medias are able to use their websites, blogs, and television news shows to communicate with their audience, the common working class man, about how injustices are affecting their everyday lives. Progressive media outlets show activist types of thinking and inspire others to strive for better lives.

Again, the coverage on the 2012 Teacher’s Strike shows that progressive medias are trying to speak against the injustices that the everyday teacher faces. Mass media outlets are trying to show the writers’ viewpoint on how terrible the teachers are for going on strike. For example, the *Chicago Tribune* talks about the teachers as “abandon[ing] the children they say they're committed to teaching.” This is biased toward the reason on why the teachers are on strike. Progressive media outlets, on the other hand, understand that strike is about so much more than the money. *Counterpunch* knows that the strike is “not merely for wages, benefits, and working conditions, but against the combined powers of a united ruling class (the rich, their political poodles from both parties and all their weapons–courts, cops, deceit, hunger and more).” This is a prime example of how progressive media outlets, such as *Counterpunch*, are trying to speak against the injustices of the common working class citizen. They speak about how the upper class always has the upper hand in regards to the work that the working class produces. The work that the working class gives off benefits the upper class, but this strike is shown to stop this trail with no one benefiting from it. Progressive media outlets are projectors that show the true injustices of society and their solutions to a better future.

Even though both media outlets are projected towards the common people, the difference lies in who they are actually representing. The mass media outlets represent big businesses and gaining high revenues off the general public. In contrast, progressive media outlets represent the common working man. They are more likely to talk about injustices and give information that would lessen the gap between the upper class and their audience just based on who they represent. This shows greatly in the different media’s projection of information. One will provide information that would lead to capital gain towards big industries and businesses, whereas, the other will provide information on what can be fixed about society. These representations are what affect the writings, which in turn affect the readers, or the public.

The representation of each media outlet is shown in the writers of each. This is clearly shown through the views of a mass media outlet such as *FOX news*. In coverage on the Chicago teacher strike they exclaim that “[t]he financial crisis we are in, as a country, is because government is full of fools who only know how to negotiate upward—WITH YOUR TAX MONEY!” This is an angry bias response to the strike that is focused profusely on the money and economics of the strike. They are focusing on the decrease in economy of the government, which would, in essence, lessen the money of the big business industries. To gain influence of their viewers, they are projecting the loss of money as a loss of money towards their audience instead of the company themselves. Progressive media outlets such as *Truthout* believe the strike’s purpose is to “assert that the real crisis of education is about the conditions of its democratic institutions and the teachers, students and citizens who are responsible for maintaining them.” This is about the people and how it affects the common working class citizen. Their writings are directly focusing on the issues pertaining on their sole audience, the people. Progressive media outlets’ coverage on events is clearly a direct representation of the people’s views.

Society needs to stray away from mass media outlets and look towards progressive media outlets. By letting mass media populate all through our daily lives, it is not benefitting the us. The only benefits that can arise from mass media are towards the upper class and big businesses who use our work and effort to make money. Progressive media outlets show us the real truth and how the common working class citizen is not getting their fair share of the pie that is the wealth of the country. Progressive media outlets give us untainted full coverage on topics so that we can make our own decisions and create viewpoints of our own. This lets us regain a bigger grasp of our own lives. Progressive media outlets are so much more beneficial to society than mass media outlets.

Work Cited.

Casone, Cheryl, et al. “Government General Motors Stock Sale; Taking Action against China; National Debt and National Security; Chicago Teachers Strike; Middle East Protests

Continue.” Willis Report (FOX News), 17 Sep. 2012. EBSCOhost, ezproxy.grossmont.

edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=n5h&AN=32U22

89368354TWR&site=eds-live.

Gibson, Rich. “Chicago: The Strike Is On.” CounterPunch, 10 Sep. 2012, <https://www.counterpunch.org/2012/09/10/chicago-the-strike-is-on/>.

“Grading Teachers.” Chicago Tribune, 12 Sep. 2012, p. 1.24. ProQuest, <https://search-proquestcom.ezproxy.grossmont.edu/usmajordailies/docview/1039016935/fulltext/4AC7A163711E453FPQ/1?accountid=38931>.

“Striking Teachers Flunk Sympathy Test.” USA Today, 11 Sep. 2012, <https://www.usatoday>. com/story/opinion/2012/09/16/chicago-teachers-strike-evaluation/1415013/.

“The Union Wins in Chicago.” Wall Street Journal, Eastern edition, 17 Sep. 2012, p. A18. ProQuest, https://search-proquest-com.ezproxy.grossmont.edu/usmajordailies/docview/

1039874143/fulltext/1E6871E5C2564BEBPQ/1?accountid=38931.

Willis, Gerri. “Chicago Teachers on Strike; Government AIG Stock Sale Politically Driven?; Obama’s America; Romney’s Obamacare Change?; Credit Card Advice.” Willis Report

(FOX News), 10 Sep. 2012. EBSCOhost, ezproxy.grossmont.edu/login?url=http://search.

ebscohost.com/login.aspx?direct=true&db=n5h&AN=32U1681300057TWR&site=ehostlive.