News editors decide what to broadcast on television and what to print in newspapers.

What factors do you think influence these decisions?

Do we become used to bad news, and would it be better if more good news was reported?

1. Introduction: decisions about news stories

Variety of factors, yes too much bad news

1. Factors that influence news editors
   1. Interest or attract viewers
   2. Inform the public, of important issues, and events, in the public interest
   3. Pressure from owners, to promote political views
2. Too much bad news, should report better
   1. Bad news: war, crime, natural disasters can desensitize us,
   2. Prefer positive news: kindness, and workers… can inspire us
   3. Governments can give influence

4. Conclusion: difficult news choices, more positive