

# Be Wary of Media Biases: Governor General

By Denise BRUNSDON, The McGill Daily

MONTREAL (CUP) -- Canada's Governor General sharply criticized the media on Friday when she delivered the keynote address at the conference "Who Controls Canada's Media?" Adrienne Clarkson, who spent close to 30 years as a journalist and broadcaster, identified media concentration, biased reporting, and advertising as major issues of concern.

"I am focusing today on the lack of sense of media concentration," said Clarkson, who began her speech by saying that she feels she has a unique insight into the thoughts of Canadians. "I ask them what they think, and they tell me an awful lot."

According to Clarkson, the perceived journalistic code of ethics is not as clear as it once was, and that is hurting Canadians.

"The line between news and editing is becoming increasingly blurred," said Clarkson. "Propaganda, ideology, and bias are extremely easy to promote in any

media outlet. The people need diverse and quality sources of information."

Clarkson also said that media outlets should have responsible advertising.

"An ad shown in a newscast is part of that newscast," said Clarkson. The Governor General then quoted former McGill professor Stephen Leacock's famous line that advertising is the science of arresting the human intelligence long enough to get money from it."

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Speaking to an audience of media professionals and students, the Governor General stressed the importance of professionalism, especially in the face of a multicultural and diverse Canadian society.

"The audience that you are really looking for today is different. We have a new kind of society in Canada. The immi-

grants of today are different.

They come from countries where war, strife, and destitution have been the norm.

These are the people who need information so badly," said Clarkson. "The people we now receive need different education and different acculturation." Before becoming Governor General, Clarkson worked as a journalist for the newsmagazine The Fifth Estate and spent 11 years as executive producer and host of the program Adrienne Clarkson Presents, on CBC. In her capacity as Governor General, Clarkson represents the Queen and is Canada's de facto head of state.

"Who Controls Canada's Media?" was the annual conference presented by The McGill Institute for the Study of Canada. The event featured a series of panel discussions related to issues of media concentration.



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