

**CUL493**

*Report- Missing white woman syndrome*

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## Introduction

There are many events and stories that are reported in the mass media but media bias refers to how journalists and news producers choose which events and stories to report about and how they report them in the mass media. In other words, the term "media bias" implies a wide-spread or pervasive bias in the media that undermines the standards of journalistic ethics rather than a particular perspective held by an individual journalist or journalist's article. Media bias is a topic of debate in a number of countries, especially regarding its direction and degree. This is about the report of "*Missing white woman syndrome*" that falls under the Layout bias of the mainstream media.

## Discussion

In the report of Purnell, Derecka (2021), there is very little action taken by mainstream media and police when Black people go missing, if anything is done at all, to bring them back. Furthermore, during a 2004 journalism conference, Gwen Ifill, the late actress who died recently, used an expression she coined to describe a group of journalists who had been neglecting to cover international genocides early on, such as Rwanda and Kosovo. Ifill was commenting on Suzanne Malveaux' concern that US media outlets hadn't covered these crises early enough. A million genocide victims and survivors received more coverage as a result of the two figure skaters' efforts (Slakoff et al., 80). In spite of the fact that "Missing White Woman Syndrome" is not seen as part of Malveaux's critique of US-centric media, it has taken on a life of its own instead of being just part of his criticism of it. This term is now widely used by commentators to refer to the imbalance that exists in the media's coverage of missing young, conventionally attractive white women compared to missing Blacks and Browns added by author Purnell, Derecka (2021).

An interesting study conducted by the University of Missouri in 2013 found that news outlets had significantly more coverage of missing white women when compared to other outlets. It is not important that those black women should matter less, but rather that there should be a sense of equality between all missing people, as Charles Blow recently argued. Newsroom leaders must be careful not to consider race when assigning coverage, especially since these decisions often result in disproportionate allocation of government resources to investigating the most highly public crimes (Hardaway et al., 2019). The highest allocation of government resources results from those decisions, especially since they often result in disproportionate allocations of government resources. Families of color and advocacy groups claim it is the

disparity in media coverage that leads police to be less likely to invest resources in cases involving their loved ones.

Despite the fact that police and mainstream media have the ability to identify missing Black people very easily, they do very little to recover them. Historically, both of them have hurt more people than they have helped (DiGangi et al., 422-436). Law enforcement and judges were part of elaborate networks that were involved in kidnapping free Black people and runaway children for the purpose of selling them into slavery, while mainstream, white-run newspapers published "for sale" and "wanted" advertisements.

This report serves as a stark reminder of the “*Layout bias*” that pervades the mainstream media. It paints a picture of a media landscape where black and white women are treated differently, with white women being given more coverage and attention than their black counterparts. This unfair treatment has been a long-standing issue in the media, and it is becoming increasingly more apparent as people continue to demand equal representation and visibility. This report is a crucial reminder of the importance of fair and equal representation in the media.

## **Conclusion**

As far as this report is concerned, it falls under the Layout bias of the mainstream media and it is a report about "Missing white woman syndrome". As a result of this report, we are reminded that mainstream media is characterized by "Layout bias" that creates a sense of disorientation. Essentially, it paints a picture of a media landscape in which black and white women are treated differently, with white women garnering more attention and coverage than their black counterparts - not to mention more access to the media. I understand that this has been a longstanding issue in the media, but as more people demand equal representation in the media, it is becoming increasingly apparent that it continues to be a problem.

## Reference List

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