

Abstract

The topic of this thesis is a comprehensive set of definitions of media bias in news articles. The research questions aim to analyze the theoretical framework of media bias and identify the causes of conceptual fragmentation in the field. The thesis discusses in detail the types and categorization of this phenomenon through the results of a systematic literature review. In the first section, the thesis examines media bias within broader media theory, exploring its prevalence and implications. The author then summarizes the findings of related systematic reviews in this field and identifies gaps in existing research. The paper draws on an existing media bias taxonomy that includes four main categories: linguistic bias, text-level context bias, reporting-level bias, and cognitive bias. Using the data obtained in the systematic review, the author attempts to anchor these categories in a theoretical framework, reduce their overlaps, and suggest improvements to the existing taxonomy. The paper also discusses the methodological challenges in integrating different theoretical approaches to complete definitions into a unified taxonomic structure. Finally, the thesis concludes with recommendations for future research and applications in media studies to enhance understanding of media bias and its impact on society.

