**Introduction**

In various ways, the media influences a great majority of people in the United States. As technology continues to advance, the impact of the media perpetuation of racial bias against African-Americans increases since media is used in most people's lives in one way or another. As a result, the media has evolved into a contributory element that affects our ideas, perception, beliefs, and culture. There are pros and cons associated with the information being disseminated from the media. Some studies suggest that those exposed to subject matter by the media are more inclined to support the opinions of the press.

In contrast, those with the least exposure are more likely to oppose those views and are likely to formulate their own opinions despite media representation. To date, the media has evolved in a manner that educates people even without credibility and knowledge. This holds in some cases even when the information is proven to false. Over the years, more adolescents have turned to the media for information on various subject matters. As a result, children are exposed to the scrutiny in the media more now than ever. This paper discusses how online platforms and mainstream TVs perpetuate racism and discrimination against blacks in the United States.

**How media represents the black community**

The media's depiction of African Americans can turn to any local news station to assess minority representation in the news. The representation of African Americans on the news in the early stages depicted African Americans as protests. It showed African Americans during the Civil Rights Movement, and Whites were depicted as restoring order. This similar depiction is still true in today's news broadcasts. When reporting crime, there is a distinct racial bias towards minority groups. For example, local news reporting in my state identifies a white 18-year-old male accused of sexually assaulting his minor sibling as a teenager. The same news outlet identifies an 18-year-old black male as an adult for armed robbery. There's no doubt that news outlets strategically and purposely represent racial bias when selecting stories to air. These stories are often criticized for how they depict racial groups and also for they target specific racial groups in their reporting. In a study conducted by Entman in 1990, Entman specifically targeted racial bias in television news in Illinois. Entman's study proved that the stories chosen to air were black criminals while no white criminals aired in an entire week. During the week, none of the accused violent White criminals was shown in mug shots or physical custody (Entman, 1990, p. 337). Though the study only observed one week's worth of local television news in a particular region of the county, broadcast media in the United States has long been held liable for racial bias in reporting.

This depiction raises serious concerns considering the general public's perception, and stereotypes are often generated from media representations. It can also be said that the existence of stereotypes that specifically target African Americans in general, and perhaps Black people in general, are an indirect consequence of biased reporting from the media. Increased fear towards a particular group causes increased victimization amongst the group of the majority. In our current climate, we are experiencing police brutality at an all-time high. One has to wonder if there is a correlation between depicting African Americans as savages to be a factor in why their lives aren't held in the same regard as White Americans. One has to wonder if there is a direct correlation between the media's clear depiction of broken families, absent fathers, weak family structures, gang-related violence, domestic violence, and drug-related crimes as the reasons for the excessive force used against the blacks.

In society, how people are represented shapes how we respond to individuals associated with the same group. If one taught that African Americans are "better" than White Americans, their perception and behavior would likely be molded by that representation. In contrast, when African Americans are depicted as ignorant, belligerent, or violent, my behavior will be molded towards the assumption that African Americans are violent. The media is proven to possess the power to feed stereotypes into society, and as those standards reinforce result racism. In history and in the present time, the mass media has, in many forms, depicted White Americans as a superior and dominant group and African Americans as the inferior and more trouble group. The research suggests that media continues to contribute to those attributes as one considers that media influences racism. While the media isn't to blame for all racism, understanding how racism can be reinforced through media contributes to various professions, from doctors to retail associates and our belief systems.

**Mainstream Televisions**

The mainstream American TVs have been the main contributors to racial discrimination against the black community in the United States. Most television networks in the US turn a blind eye to the truth and prefer using sensational headlines instead of focusing on main issues causing segregation of the minorities. Also, the TVs stations have repeatedly coats whites words full of hate to protect them (Dixon & Linz, 2016). TVs channels disguise racism and outright discrimination of blacks in phrases such as mentally disturbed and freedom of speech. For example, after the shooting at Charleston church, the mainstream TVs played a critical role in ensuring the shooter, a white supremacist, was not charged for racism. However, when the black communities protest for their rights, the media phrases these protests as riots and rowdy behaviors. Therefore, the mainstream media perpetuate the discrimination of African Americans.

Fox News is a US international TV watched all over the world. The media house is popular in the US and some parts of the globe. It is one of the major competitors of CNN. The media house has been a major contributor to racism in the US, reminding us how racial segregation was a norm in the US. The media has become of the biggest players that contribute to racism, and Fox News is no exception. Most of the black communities in the US hate Fox news due to its habit of hating and undermining the black them (Hodges, 2015). Modern media has changed, and modern media has changed a lot. People can now watch the news in comfort on their phones and tablets, which has enabled the circulation of news faster than ever. People can now comfortably stream news easily due to the availability of the internet across the US. The TVs can also be watched live on social media like Facebook and Twitter. As such, any controversial news reports by these media houses can go viral very. First, this has contributed to the spread of hate news by the media houses, causing major controversies across the US (Hodges, 2015). Fox News has even been accused of racial bias in its working environment. Recently, two black women opened a lawsuit against

Fox News claiming that they were racially discriminated against by a former boss, and no action was taken when they reported the case. The women filed a lawsuit against the media house in a New York court that demanded that justice be taken against the media house. The case showed how Fox is racially biased even in its working circle. Cases of racial bias are found in numerous organizations where a certain group of workers is racially discriminated against. However, big organizations such as Fox should be extra-cautious on such matters since they can affect its reputation greatly.

The working environment should be neutral on such matters since the workers have to work together for the company's good. Fox has a poor management team that is reluctant to avoid such cases within the company. They should also check on the news reported making sure they don't lean on one side intentionally. Racial discriminators must seriously be dealt with to make sure they don't offend anyone. Every news about going public should be cross-checked since they reflect the organization's ideology, conclusions, and assumptions (Scharrer & Ramansubramanian, 2015). People don't perceive a comment by reporters as personal but represent the organization's beliefs and values. The US government should enact stiff rules for all organizations that discriminate against certain people either in the workplace or outside the working environment. People work the same way regardless of race, and our working capabilities are not determined by the physical outlook (Scharrer & Ramansubramanian, 2015). The media has a lot of influence on the American people, and what they say influence millions of Americans and the rest of the world. People trust the media while others don't. This depends on a media house reputation and the quality of what they report. Such influence on the American people should be watched strictly using policies and rules.

The media in the US has been claimed as biased for many years. The government and the judicial system have been reluctant to eradicate racial biases in the mainstream media. All these cases have been happening in the leaders' eyes and have done little to rectify the problem. Strict rules should be enacted to ensure that no major organization is oriented on certain races while standing against others (Dixon & Linz, 2016). Large institutions should serve as an example to the public and promote unity in the US.

In 2014, Fox News started a campaign of articles blaming the black community for causing the death of a policeman. Fox News wrote a series of articles between the year 2014 and 2015, undermining the protests by the black community over police brutality. Fox accused the black communities across five regions in the US, calling them criminals and accusing them of shooting the police. It was biased against the black community and led to the escalation of protest by developing a campaign specifically aimed at the black community. It showed how biased Fox News worked hard to ensure that black people are hated. Fox news was extremely biased at the time and misused the freedom and dignity of the press to accuse a specific community of violence and other criminal acts. The outlets had the guts to call the woman a criminal, which is a very rare case for media house conspiring that most media houses stay neutral on color issues (Dixon & Linz, 2016). Fox even was the one perpetuating the new for racial discourses.

The press has a lot of freedom which makes them almost untouchable in the US. They can criticize and make stories that are not true. President Trump was accusing CNN of spreading fake news. The media have been accused of developing fake news and making conclusions before confirming its validity. People in the US have criticized the media houses for promoting racism by accusing the black and Hispanic communities of crimes and being biased against them. The freedom of speech has made Fox News and other media stations launch a war of words against the black communities in the US, leading to escalating racial segregation across the US. This problem was causing protests and racial violence across the US. The lack of political will at the top leadership is causing the escalation of racial bias across the US. The top leaders are becoming reluctant to fighting racial biases. Even the top executives in the government don't work hard to ensure that racism has no place in the US.

However, the media may not seem racist as they present opinions from just a few people from the staff's team. They have the freedom to express themselves and may seem biased as they express opinions from different points of view, which may sometimes drift and become biased. Sometimes the media is just focused on attracting more people who view, listen and read their news. Sometimes, they may be biased to attract more people who view what they report (Dixon & Linz, 2016). The media also faces criticism due to small matters that are not perceived bias by other people. Claiming that a certain report is biased is critical as one has to focus on all the aspects in an article and conclude that it is biased. Criticism on the cases of media biases is complex to conclude with a single word.

Media bias should be eliminated, and Fox News should be prosecuted in court due to bias against the black community, which leads to more protesters across five regions. Fox has become one of the controversial media houses by promoting racism across the US and escalating the protests that lead to the death of a few Americans who were in these protests. Media houses should neutral and not side in ways that can cause racial conflicts and even lead to street protests across the US (Dixon & Linz, 2016). People are now adopting social media, where millions of people can now stream live news on their phones and tablets. Any media house promoting racial bias should face legal action as racism is one of the major drawbacks to democracy and Human rights across the US. For many years, people have fought for the rights of minority Americans, and their efforts should not be in vain.

**Online platforms**

The cases of racism through such online platforms have widely spread, and Cleland (2014) emphasizes that such racism complexities accompany every continent. Interestingly 57 % of the world's population directly uses these new media platforms, especially in communication (Cleland, 2014). Focusing on the Facebook platform, a third of the world embraces it. Through such platforms, individuals have inclined to racism by concentrating on the aspect of homophobia and misogyny. Through the new media platforms, the violent actors have ensured the publication of racist acts.

The United States is one of the critical countries associated with an increased rate of racism due to the new media platform. Based on the I-Report system, which is applied as the tool to analyze racism in the US, it has been identified that annually, more than 100 cases of online racism is recorded (Fanning, 2018). In 2014, between June and July, the system recorded up to 16 cases of online racism. Due to the internet platforms, some of the basic forms of racism include abusive and strong language and shouting among the minorities (Fanning, 2018). The principal basis of racism in Ireland is social media and the internet. In justification of the racism in the US, the most victims of such racist action range between 26- and 35-years clear evidence that they are youths (Fanning, 2018). The youths are dominating factors in new media at a percentage of 64% (Fanning, 2018).

Additionally, one of the countries termed to be associated with an increased rate of racism is the United States. Loyal (2018) argues that the United States is the kingpin of online racism, with many whites discriminating against the black population. The white supremacists in the US have continuously attacked the black community on various online platforms by publicizing their actions and minimizing the lax rules. Evidently, in the United States shooting of the Pittsburgh Synagogue, an individual who claimed to have planned the action continuously posted abusive languages in one of the media platforms known as the network Gab. The perpetrator consistently argued that the Jews increasingly polluted the US by bringing in black immigrants (Loyal, 2018). He further went ahead and killed more than ten worshipers from the black minority. This clearly explains to what extent the new media platform enhances racism in the United States and the world. Importantly, the perpetrators in the United States also use the new media, especially the internet, in demonization and slurring of the black worshipers. Such activities heavily take place during the ethnic cleansing processes. Generally, it is fundamental to argue that new media directly acts as the driving factor towards racism.

Consequently, the new media platform, especially the internet, is one of the catalysts of hate crime. Hate crime and racism are two conforming elements since the new technologies enable the activists to galvanize democracy, which the perpetrators also use in the organization of their racist actions (Van Dijk, 2015). In other words, both the activists and the racists use the same online platforms to carry out their activities, and thus activists find it difficult to deal with racist cases. The platforms also open rooms for the fringing site where individuals, including the peddlers, interact with the customers. It is essential to understand that it is through such platforms that online business is conducted. Thus, direct exposure to racism affects not only individuals but also business progress.

Most online platform users directly have their experiences from the mediated algorithms designed to maximize social engagement. Therefore, it becomes easy for the perpetrators to ensure that they take the opportunity to discriminate against individuals based on their color. For instance, as a video playing channel, YouTube is accused of intensifying racism by allowing various contents to be heavily incorporated without effective scrutiny (Van Dijk, 2015). Thus, the users post different contents that replicate multiple forms of discrimination, especially to the black minority. From such activities, YouTube stated that following the borderline content, they would delete white supremacy and neo-Nazi videos that are the most critical racist videos in the world (Van Dijk, 2015). There has also been an increased rate of accusations of hate speech recorded within the channel, such as homophobic harassment, especially among journalists. Thus, it is worth arguing that due to the uncontrollable nature of the new media platforms, the exposure to racism is enhanced.

Due to the new media platform, racism has also taken a new direction, especially among the learning institutions such as colleges and Universities. Learning institutions are known for diverse activities, especially exposure to freedom (Atton, 2016). Many individuals relate college freedom to lifestyles. From this aspect of freedom, various concerns have been raised regarding the student posts, especially online videos and pictures. Freedom among college students has thus taken a positive turn to implicate racism. Increased numbers of cases have been reported where college students post pictures and videos and heavily contain racial slurs (Atton, 2016).

From a report provided by the New York Times, it was identified that in Utah, some of the college cheerleaders posted a picture on Instagram which fully contained racial slur, but when interviewed, they claimed that it was a joke (Wilson & Chao, 2012). Such instances have been recorded in Utah, and Lowa State primarily through Instagram and Snapchat, where continuously it is argued to be jokes and the apologies follow. Such activities are thus critical since the students are the next generation in the real world. Such racist activities are therefore carried forward into adult age. Due to the increase in the popularity of social media, individuals also become consistent with the content posted online. According to Wilson and Chao (2012), new media is critical in enhancing racism since the posted content stays forever in such an account unless the account owners release them. Irrespective of various warnings provided regarding online racism, it is noticeable that no significant change is observed as the content broadcasted or posted remains the same.

People fail to understand that the two significant elements which travel faster are pictures and words. Still, interestingly, no disciplinary actions have always been imposed on such students who take part in such hate crimes. Some of the punishment towards such individuals includes resigning from extracurricular activities, which also have minimal impacts on eliminating online racism (Alsultany, 2017). Therefore, racism is heavily portrayed in learning institutions due to exposure to freedom and lack of effective control programs.

Besides learning institutions, racism through new media platforms has also been associated with the elites or the account developers and controllers (Alsultany, 2017). The elites play a significant role in the production of racism since they are responsible for developing new media platforms and intensive control (Alsultany, 2017). The elites control the access to the new media platforms, and thus they directly promote racism by excluding other races from access to specific contents. The elites are responsible for controlling essential social resources and therefore make fundamental decisions regarding the negative portrayal of the minorities. Importantly, some of the critical news which incorporates personal reflections are also attributed by the new media elites since they directly promote or lower the accessibility to social freedom. Thus, the elites are responsible for developing mental models, one of the contributors to online racism.

**Efforts made by several media outlets to end racism**

In current events, many media outlets have made an effort to show solidarity by supporting the "Black Lives Matter" movement. Additionally, many companies have committed to addressing systemic racism by making donations, addressing the absence of African American representation in positions of power, and removing malicious or demeaning content to African Americans and people of African descent. Advertising companies have also committed to changing the way African Americans are viewed in ad campaigns. H&M was recently scrutinized for one of their ads showing an African American child wearing a monkey shirt that sent society into an uproar of anger. Dove released a commercial depicting a black woman cleansing her skin and evolving into a white woman, which wasn't well accepted by society. IKEA recently pulled its catalogues because of an image of a black male in a shirt similar to that of a prison outfit. These examples depict ways advertising companies were held accountable for their poor choices in fueling stereotypes and racism.

**Conclusion**

Many companies have supported the movement towards removing racists, including one French-based advertising publicly committed to "be intentional about cultivating the careers of Black talent across all roles within our organization" and require employee training to "disrupt everyday bias". Companies like Procter & Gamble warned media channels, networks, and social media platforms to realistically and respectfully portray Black people, or they will pull their ads from those outlets. Unilever released statements regarding the need for systematic racism to be eradicated despite being scrutinized to release racist commercials.

On Social Media platforms like Facebook and Twitter, CEOs donated millions to organizations supporting racial injustice and committing to controlling hateful content. Even the NFL, which once chastised quarterback Colin Kaepernick and other NFL players for using their reputations in sports and the NFL as a platform to take a stance against police brutality towards African Americans, are now in full support of Kaepernick. Athletes in other sports joined Kaepernick's campaign and received the same prejudice against the cause. Though many of these outpours of support were provoked by recent heinous and publicized acts of violence against African Americans, each example shows an immense amount of support and commitment to change in a short period.

How do we change the media and, in turn, change society to move away from racism? Awareness of this bias is the key to differentiating stereotypes and misunderstandings in the media. Requiring bias training for employees is one way for a company to create core tenets within their company built around equality for all. In the news, a commitment to moving away from sensationalist reporting depicting unrest which distracted many from focusing on systemic racism in the media that African Americans face, would be a start. Controlling the content on social media, advertisements, raising awareness of bias to journalists and advertising executives are a few ways to move away from racism. While the media plays a vital role in reinforcing racism, it is ultimately the responsibility of the audience to decide how to feel about a particular group. The key to change is to understand and promote change on every level to promote a society that fosters diversity and promotes equality.

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