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## Abstract

### **BREAKING NEWS:**

An Interpretation of TV Broadcasting, and its Involvement in Northern Ontario

This paper is a look at the concepts of objectivity and interpretation, and specifically how they apply to broadcasting in Northern Ontario. It also examines the role CTV Northern Ontario plays in the community, as well as how the community shapes its only local television station through perception and expectations.

To start, the paper asks the questions, what is objectivity, and if it's even possible to attain. Ultimately, the focus drifts away from the rigidity of objectivity in favour of the flexibility of interpretation, thanks in part to the thoughts of the grandfather of mass media critique, Marshal McLuhan.

From there the paper attempts to apply these concepts to the work that CTV Northern Ontario does as a broadcaster, as an advertising sales vehicle, and as a community developer. As well, the paper looks at how the community shapes the content of news shows, and how some attempt to bend the frames of ownership over that content.