

Abstract

Generally, elections have been considered as a sensitive and important issue in today's society. The media has an important role in informing the public about what happens in the world specially the political events. It is widely believed that there is a strong political bias in the media which has a unique power in any political system. The political systems also need to use the media to form the political structures in society. This research describes the media and its kinds, politics and elections and examines the involvement of the media in politics and elections. The conclusions show that media provides opportunities in society to reach consensus on actions and extends the culture of the society to new members. They also emphasize that the media has an extremely significant impact on the public's views and any thinking of the society.