The sharks start to circle when they smell blood in the water The viewers tune in to watch the unfortunate suffer Bombarded with a never ending scourge of destruction Seduced my the media's macabre illustration We have front row seats for the televised slaughter Anxiously feeding on what the news has to offer Satisfying our morbid curiosity for human tragedy Consumed by the media feeding frenzy If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds Blood attracts the media to the feeding frenzy We've become a nation of ghoulish blood-lusting addicts Bewitched by the drama of Hollywood-style theatrics The right lighting and music create the dire sense of urgency Where every single segment is an absolute emergency We've become numb to the violence through sheer repetition It takes more and more gore to secure our attention More gruesome descriptions, more graphic desecratings By all of the networks competing for ratings If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds Blood attracts the media to the feeding frenzy School shooting- the media feeds Child abduction- the media feeds Gang slaying- the media feeds Terrorist bombing- the media feeds We're so easily enticed by the corporate blood-soaked approach We resent what we see but we can't help to watch So what are the long-term effects on our society? What is the result of all this spoon-fed anxiety? Instilled fear, hysteria and panic attacks A nation's emotional state on the verge of collapse Too terrified to venture out in the world our TV depicts So just lock your door and stay tuned to get your next fix If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds If it bleeds it leads-and the media feeds Blood attracts the media to the feeding frenzy