

AGENDA SETTING THEORY

Creation of public awareness and concern of salient issues by the news media.

Media does not tell us "what to think," but "what to think about"

HISTORY



1922: Lippman developed theory foundation. He hypothesized: The world around us is too vast for us to understand and that we rely on the media to inform us, in turn shaping how individuals perceive the world.

1972: Theory first introduced in Public Opinion Quarterly by McCombs and Shaw as a study on the 1968 election.

CONTROVERSIES

- Media coverage of certain issues
- The press and the media do not reflect reality; they filter and shape it
- Media concentration on few issues leads the public to perceive those as more important than other issues.
- Different media have different agenda-setting potential.



ARTICLES



- Agenda Setting and Issue Salience Online (Roberts, Wanta & Dzwo, 2002)
- Agenda-setting, priming, and framing revisited: Another look at cognitive effects of political communication (Scheufele, 2000)

DISCIPLINES

News Media- The "gatekeepers": While this theory is intended to be applied to news media, other disciplines are directly affected by the agenda of all media. Disciplines utilizing this theory include but are not limited to:

Mass Communications

Agriculture

Political Sciences

Health Sciences

Law

History

AGENDA SETTING IN AG COMMUNICATIONS

This theory directly influences the public perception of ag, thus affecting the ag communications discipline.

Widely used in ag communications by advocacy groups and in new media and through personal media (blogs, social media, etc.).

Continually needs to be used to put ag on the media agenda in a positive and factual way.



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