

Setting The Agenda

Enjoying the Track of Expression: An Psychological Symphony within **Setting The Agenda**

In some sort of consumed by screens and the ceaseless chatter of instantaneous interaction, the melodic beauty and psychological symphony developed by the written word frequently fade in to the backdrop, eclipsed by the constant noise and disruptions that permeate our lives. However, nestled within the pages of **Setting The Agenda** a marvelous fictional value brimming with raw emotions, lies an immersive symphony waiting to be embraced. Crafted by a wonderful composer of language, that charming masterpiece conducts viewers on a mental journey, skillfully unraveling the concealed melodies and profound affect resonating within each carefully constructed phrase. Within the depths with this poignant evaluation, we shall investigate the book is main harmonies, analyze their enthralling writing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

Agenda-Setting James W. Dearing 1996-08-28 What is the major social problem in the news today? Who made it so important? Social issues that are widely recognized on the media agenda often demand attention on the public agenda, and in turn move quickly up the policy agenda, creating policy changes. Based on research of contemporary social issues that have hit the headlines - including the war on drugs, drink-driving, the Exxon Valdez oil spillage, AIDS and the Ethiopian famine - this book provides important theoretical and practical insights into the agenda-setting process and its role in effecting social change.

Cognitive Behavioral Therapy for Eating Disorders Glenn Waller 2007-04-12 This book describes the application of cognitive behavioural principles to patients with a wide range of eating disorders - it covers those with straightforward problems and those with more complex conditions or co-morbid states. The book takes a highly pragmatic view. It is based on the published evidence, but stresses the importance of individualized, principle-based clinical work. It describes the techniques within the widest clinical context, for use across the age range and from referral to discharge. Throughout the text, the links between theory and practice are highlighted in order to stress the importance of the flexible application of skills to each new situation. Case studies and sample dialogs are employed to demonstrate the principles in action and the book concludes with a set of useful handouts for patients and other tools. This book will be essential reading for all those working with eating-disordered patients including psychologists, psychiatrists, nurses, counsellors, dieticians, and occupational therapists.

The Politics of Agenda Setting Nick Robinson 2019-07-18 This title was first published in 2000. A timely look at the politics of agenda setting in relation to the car, under both the Conservative and Labour governments since the late 1980s.

Agenda-Setting Marcus Maurer 2010

Handbook of Public Policy Agenda Setting Nikolaos Zahariadis 2016-09-28 Setting the agenda on agenda setting, this Handbook explores how and why private matters become public issues and occasionally government priorities. It provides a comprehensive overview and analysis of the perspectives, individuals, and institutions involved in setting the government's agenda at subnational, national, and international levels. Drawing on contributions from leading academics across the world, this Handbook is split into five distinct parts. Part one sets public policy agenda setting in its historical context, devoting chapters to more in-depth studies of the main individual scholars and their works. Part two offers an extensive examination of the theoretical development, whilst part three provides a comprehensive look at the various institutional dimensions. Part four reviews the literature on sub-national, national and international governance levels. Finally, part five offers innovative coverage on agenda setting during crises.

Agenda Setting in a 2.0 World Thomas J. Johnson 2013-07-24 This volume explores agenda-setting theory in light of changes in the media environment in the 21st century. In the decades since the original Chapel Hill study that launched agenda-setting research, the theory has attracted the interest of scholars worldwide. *Agenda Setting in a 2.0 World* features the work of a new generation of scholars. The research provided by these young scholars reflects two broad contemporary trends in agenda-setting: A centrifugal trend of research in the expanding media landscape and in domains beyond the original focus on public affairs, and a centripetal trend further explicating agenda-setting's core concepts.

The Power of Information Networks Lei Guo 2015-12-07 The news media have significant influence on the formation of public opinion. Called the agenda-setting role of the media, this influence occurs at three levels. Focusing public attention on a select few issues or other topics at any moment is level one. Emphasizing specific attributes of those issues or topics is level two. *The Power of Information Networks: The Third Level of Agenda Setting* introduces the newest perspective on this influence. While levels one and two are concerned with the salience of discrete individual elements, the third level offers a more comprehensive and nuanced perspective to explain media effects in this evolving media landscape: the ability of the news media to determine how the public associates the various elements in these media messages to create an integrated picture of public affairs. This is the first book to detail the theoretical foundations, methodological approaches, and international empirical evidence for this new perspective. Cutting-edge communication analytics such as network analysis, Big Data and data visualization techniques are used to examine these third-level effects. Diverse applications of the theory are documented in political communication, public relations, health communication, and social media research. *The Power of Information Networks* will interest scholars, students and practitioners concerned with the media and their social and cultural effects.

Corporate Reputation and the News Media Craig Carroll 2010-09 This volume examines agenda-setting theory as it applies to the news media's influence on corporate reputation. It presents interdisciplinary, international, and empirical investigations examining the relationship between corporate reputation and the news media throughout the world. Providing coverage of more than twenty-five countries, contributors write about their local media and business communities, representing developed, emerging, and frontier markets - including Argentina, Brazil, Chile, China, Germany, Greece, Japan, Nigeria, Spain, and Turkey, among others. The chapters present primary and secondary research on various geo-political issues, the nature of the news media, the practice of public relations, and the role of public relations agencies in each of the various countries. Each chapter is structured to consider two to three hypotheses in the country under discussion, including: the impact of media visibility on organizational prominence, top-of-mind awareness and brand-name recognition the impact of media favorability on the public's organizational images of these firms how media coverage of specific public issues and news topics relates to the associations people form of specific firms. Contributors contextualize their findings in light of the geopolitical environment of their home countries, the nature of their media systems, and the relationship between business and the news media within their countries' borders. Incorporating scholarship from a broad range of disciplines, including advertising, strategic management, business, political communication, and sociology, this volume has much to offer scholars and students examining business and the news media.

Setting the Agenda for Global Peace Anna C. Snyder 2017-07-05 Anna Snyder provides a detailed account of the challenges women representatives in non-governmental organizations (NGOs) faced in building bridges across diverse ethnic, racial, national, regional, and ideological backgrounds at the 4th United Nations (UN) Conference on Women. This book traces the process by which women's peace groups set an agenda for global policies in the area of women and armed conflict. *Setting the Agenda for Global Peace* shows how NGOs use conflict to develop transnational social movements and to build consensus

around issues of global concern. Using this conference as a case study, Snyder finds three purposes for social movement conflict: contention arising from policy development; deep-rooted historical conflict; and conflicts over NGO network priorities. Drawing together feminist, conflict resolution, and social movement theories, this comprehensive text analyzes the large scale decision making processes for NGOs and points towards future directions for conflict resolution and consensus building.

Agenda Setting, Policies, and Political Systems Peter John 2014-05-16 What will gain the system's attention? "Explores the dynamics of a broad range of policy issues in different countries . . . an important scholarly contribution." —Political Studies Review Before making significant policy decisions, political actors and parties must first craft an agenda designed to place certain issues at the center of political attention. The agenda-setting approach in political science holds that the amount of attention devoted by the various actors within a political system to issues like immigration, health care, and the economy can inform our understanding of its basic patterns and processes. While there has been considerable attention to how political systems process issues in the United States, Christoffer Green-Pedersen and Stefaan Walgrave demonstrate the broader applicability of this approach by extending it to other countries and their political systems. This book brings together essays on eleven countries and two broad themes. Contributors to the first section analyze the extent to which party and electoral changes and shifts in the partisan composition of government have led—or not led—to policy changes in the United States, the United Kingdom, the Netherlands, Denmark, Switzerland, and France. The second section turns the focus on changing institutional structures in Germany, Italy, Belgium, Spain, and Canada, including the German reunification and the collapse of the Italian party system. Together, the essays make clear the efficacy of the agenda-setting approach for understanding not only how policies evolve, but also how political systems function.

Agenda Setting in the U.S. Senate Chris Den Hartog 2014-05-14 Proposes a new theory of Senate agenda setting.

Public Opinion Walter Lippmann 1922

Making the News Amber E. Boydston 2013-08-26 Media attention can play a profound role in whether or not officials act on a policy issue, but how policy issues make the news in the first place has remained a puzzle. Why do some issues go viral and then just as quickly fall off the radar? How is it that the media can sustain public interest for months in a complex story like negotiations over Obamacare while ignoring other important issues in favor of stories on "balloon boy?" With Making the News, Amber Boydston offers an eye-opening look at the explosive patterns of media attention that determine which issues are brought before the public. At the heart of her argument is the observation that the media have two modes: an "alarm mode" for breaking stories and a "patrol mode" for covering them in greater depth. While institutional incentives often initiate alarm mode around a story, they also propel news outlets into the watchdog-like patrol mode around its policy implications until the next big news item breaks. What results from this pattern of fixation followed by rapid change is skewed coverage of policy issues, with a few receiving the majority of media attention while others receive none at all. Boydston documents this systemic explosiveness and skew through analysis of media coverage across policy issues, including in-depth looks at the waxing and waning of coverage around two issues: capital punishment and the "war on terror." Making the News shows how the seemingly unpredictable day-to-day decisions of the newsroom produce distinct patterns of operation with implications—good and bad—for national politics.

Setting the Agenda Gary W. Cox 2005-09-26 Demonstrates that the majority party seizes agenda control at nearly every stage of the legislative process.

Agenda Setting in the U.S. Senate Chris Den Hartog 2011-05-16 Proposes a new theory of Senate agenda setting that reconciles a divide in literature between the conventional wisdom - in which party power is thought to be mostly undermined by Senate procedures and norms - and the apparent partisan bias in Senate decisions noted in recent empirical studies. Chris Den Hartog and Nathan W. Monroe's theory revolves around a 'costly consideration' framework for thinking about agenda setting, where moving proposals forward through the legislative process is seen as requiring scarce resources. To establish that the majority party pays lower agenda consideration costs through various procedural advantages, the book features a number of chapters examining partisan influence at several stages of the legislative process,

including committee reports, filibusters and cloture, floor scheduling and floor amendments. Not only do the results support the book's theoretical assumption and key hypotheses, but they shed new light on virtually every major step in the Senate's legislative process.

Comparative Studies of Policy Agendas Frank R. Baumgartner 2013-09-13 Previously published as a special issue of the Journal of European Public Policy, this book draws on the insights of the existing literature on agenda setting and policy changes to explore the dynamics of attention allocation and its consequences. Attention is a crucial variable in understanding modern politics. Shifts in attention have dramatic consequences for both politics and policy decisions. This volume includes case studies of nine different political systems including the US, Canada, several European systems, and the EU itself. It asks the following questions: Which are the dynamics of agenda-setting in the EU? Which role do political parties play in attention allocation? What are the cross national differences in attention to health care? What role does science and expertise play in attention-allocation? What are the effects of political institutions? Comparative Studies of Policy Agendas will be of interest to students and scholars of policy analysis and public policy.

Agenda Formation William H. Riker 1993 "Experienced politicians and legislators have always known that by shaping the agenda they can influence decisions. In the past, experienced politicians' knowledge has been mostly anecdotal. The development of social choice theory provides a basis for a fuller and more systematic understanding of the effects of agendas on outcomes. In this book, the appreciation of the role and workings of agendas that has been developed using social choice theory is presented in a nontechnical way." "This collection of essays explores several features of agenda formation by developing ideas such as that most issues are one-dimensional, agenda items and issues are certain to change because losers have an interest in changing them, domestic concerns at least partially determine agendas and issues in international politics, and new issues and arguments can abruptly change the expectations about winning. The distinguished contributors argue that the knowledge needed to compete includes knowing what the possible agenda items or issues are, where they come from, and how to manipulate them advantageously."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved
The New CIO Leader Marianne Broadbent 2005 As information technology becomes increasingly essential within organizations, the reputation and role of the CIO has been diminishing To regain credibility and avoid obscurity, CIOs must take on a larger, more strategic role. Here is a blueprint for doing exactly that. This book shows how CIOs can bridge the gap between IT and the rest of the organization and finally make IT a strategic advantage rather than a cost sink.

The Psychology of Social Influence Gordon Sammut 2020-12-31 This volume brings together the full range of modalities of social influence - from crowding, leadership, and norm formation to resistance and mass mediation - to set out a challenge-and-response 'cyclone' model. The authors use real-world examples to ground this model and review each modality of social influence in depth. A 'periodic table of social influence' is constructed that characterises and compares exercises of influence in practical terms. The wider implications of social influence are considered, such as how each exercise of a single modality stimulates responses from other modalities and how any everyday process is likely to arise from a mix of influences. The book demonstrates that different modalities of social influence are tactics that defend, question, and develop 'common sense' over time and offers advice to those studying in political and social movements, social change, and management.

Setting the Agenda Maxwell McCombs 2013-05-09 Setting the Agenda describes the mass media's significant and sometimes controversial role in determining which topics are at the centre of public attention and action. Although Walter Lippman captured the essence of the media's powerful influence early in the last century with his phrase, "the world outside and the pictures in our heads," a detailed, empirical elaboration of this agenda-setting role of the mass media did not begin until the final quarter of the 20th century. In this comprehensive book, Maxwell McCombs, one of the founding fathers of agenda-setting tradition of research, synthesizes the hundreds of scientific studies carried out on this central role of the mass media in the shaping of public opinion. Across the world, the mass media strongly influences what the pictures of public affairs "in our heads" are about. The mass media also influences the very details of those pictures. In addition to describing this media influence on what we think about and how we think

about it, *Setting the Agenda* also discusses the sources of these media agendas, the psychological explanation for their impact on the public agenda, and the subsequent consequences for attitudes, opinions and behaviour.

Setting the Agenda Edgar Stoesz 2011 *Setting the Agenda* offers practical advice on how to govern an organization from a spiritual vantage point. The first part focuses on the importance of spirituality and the way it is expressed in the boardroom. Edgar Stoesz and Rick M. Stiffney encourage directors to lift themselves out of the present and peer into the future—which is itself a spiritual exercise. The second part consists of more than ninety meditations by a variety of writers. The meditations address different moods or challenges that boards face in their work.

Setting Agendas in Cultural Markets Philemon Bantimaroudis 2017-04-28 This book draws on agenda setting theory to examine how cultural organizations relate to media in order to increase their visibility, valence, and eventually build their public image. Most organizations have a keen interest in their symbolic presence, as their media visibility influences public knowledge, perceptions and even behaviors. Diminished public funding, in combination with the global proliferation of cultural entities, creates a competitive environment, leading to a transformation of cultural industries. In the book, several questions are under scrutiny: How do cultural organizations acquire symbolic significance? How do they become prominent in media content? Which mechanisms and processes should be examined by cultural managers as they set out to achieve salience? Is there a relationship between media and public salience? In other words, if an organization becomes symbolically prominent, in what ways is the public influenced, both in terms of perceptions as well as behaviors?

Media Agenda-setting in a Presidential Election David H. Weaver 1981

The Oxford Handbook of Legislative Studies Shane Martin 2014 Over the past five years, legislative studies have emerged as a field of inquiry in political science. Many political science associations, both national and international, have created standing sections on legislative studies. There has also been a proliferation of literature on legislatures and legislators. This book focuses on legislatures and how they matter, how they have adapted to changes such as globalization and judicialization, and how they have survived the transition to mass democracies.

After Disaster Thomas A. Birkland 1997 Examines how disasters like earthquakes, oil spills, and nuclear power plant accidents can act as focusing events "which cause both citizens and policymakers to pay more attention to a public problem and often to press for solutions ... Explains how and why some public disasters change political agendas and, ultimately, public policies."--P. [4] of cover.

The Handbook of Media and Mass Communication Theory Robert S. Fortner 2014-03-10 *The Handbook of Media and Mass Communication Theory* presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication Includes essays from a variety of global contexts, from Asia and the Middle East to the Americas Gives niche theories new life in several essays that use them to illuminate their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are also available for individual purchase

Agenda Setting David Protess 2016-07-22 The role of the news media in defining the important issues of the day, also known as the agenda-setting influence of mass communication, has received widespread attention over the past 20 years. Since the publication of McCombs and Shaw's seminal empirical study, more than one hundred journal articles and monographs have appeared. This collection exemplifies the major phases of research on agenda-setting: tests of the basic hypothesis, contingent conditions affecting the strength of this influence, the natural history of public issues, mass media influence on public policy, and the role of external sources from the president to public relations staffs on the news agenda.

The Role of Governments in Legislative Agenda Setting Bjorn Erik Rasch 2013-07-04 *Setting the agenda for parliament is the most significant institutional weapon for governments to shape policy outcomes, because governments with significant agenda setting powers, like France or the UK, are able to produce the outcomes they prefer, while governments that lack agenda setting powers, such as the*

Netherlands and Italy in the beginning of the period examined, see their projects significantly altered by their Parliaments. With a strong comparative framework, this coherent volume examines fourteen countries and provides a detailed investigation into the mechanisms by which governments in different countries determine the agendas of their corresponding parliaments. It explores the three different ways that governments can shape legislative outcomes: institutional, partisan and positional, to make an important contribution to legislative politics. It will be of interest to students and scholars of comparative politics, legislative studies/parliamentary research, governments/coalition politics, political economy, and policy studies.

Agendas and Instability in American Politics, Second Edition Frank R. Baumgartner 2010-03-15

When *Agendas and Instability in American Politics* appeared fifteen years ago, offering a profoundly original account of how policy issues rise and fall on the national agenda, the *Journal of Politics* predicted that it would "become a landmark study of public policy making and American politics." That prediction proved true and, in this long-awaited second edition, Bryan Jones and Frank Baumgartner refine their influential argument and expand it to illuminate the workings of democracies beyond the United States. The authors retain all the substance of their contention that short-term, single-issue analyses cast public policy too narrowly as the result of cozy and dependable arrangements among politicians, interest groups, and the media. Jones and Baumgartner provide a different interpretation by taking the long view of several issues—including nuclear energy, urban affairs, smoking, and auto safety—to demonstrate that bursts of rapid, unpredictable policy change punctuate the patterns of stability more frequently associated with government. Featuring a new introduction and two additional chapters, this updated edition ensures that their findings will remain a touchstone of policy studies for many years to come.

The Emergence of American Political Issues Donald Lewis Shaw 1977

Agenda-Setting in the European Union S. Princen 2009-04-17 Why does the EU deal with some issues but not others? This is the central question of this book dedicated to agenda-setting processes in the EU.

Through a comparison of EU and US policy agendas and the analysis of four case studies in environmental and health policy, this book offers a new understanding of how policy issues come onto the EU agenda.

Agenda-setting Dynamics in Canada Stuart Neil Soroka 2002 This book surveys the development of eight issues in Canada over a decade - AIDS, crime, the debt/deficit, the environment, inflation, national unity, taxes, and unemployment - to explore how the salience of issues changes over time, and to examine why these changes are important to our understanding of everyday politics."

Deciding to Decide H. W. Perry 2009-06-01 Of the nearly five thousand cases presented to the Supreme Court each year, less than 5 percent are granted review. How the Court sets its agenda, therefore, is perhaps as important as how it decides cases. H. W. Perry, Jr., takes the first hard look at the internal workings of the Supreme Court, illuminating its agenda-setting policies, procedures, and priorities as never before. He conveys a wealth of new information in clear prose and integrates insights he gathered in unprecedented interviews with five justices. For this unique study Perry also interviewed four U.S. solicitors general, several deputy solicitors general, seven judges on the D.C. Circuit Court of Appeals, and sixty-four former Supreme Court law clerks. The clerks and justices spoke frankly with Perry, and his skillful analysis of their responses is the mainspring of this book. His engaging report demystifies the Court, bringing it vividly to life for general readers—as well as political scientists and a wide spectrum of readers throughout the legal profession. Perry not only provides previously unpublished information on how the Court operates but also gives us a new way of thinking about the institution. Among his contributions is a decision-making model that is more convincing and persuasive than the standard model for explaining judicial behavior.

Agenda Setting and Public Policy in Africa Kelechi A. Kalu 2017-03-02 *Agenda Setting and Public Policy in Africa* examines how decision makers have managed and mismanaged public policy issues in sub-Saharan Africa. It analyses the neglected issue of how ideas about public policy are generated, by whom and for what purpose. Persistent problems such as political instability, environmental pollution, famine, hunger, desertification, rent-seeking and incessant intra-conflicts across the continent are explored in a systematic and structured manner. Each contributor proffers convincing solutions to clearly identified problems. Well-researched and solution orientated, this book will engage scholars and policy makers who

are interested in public policy and development issues in Africa.

Media Agenda-Setting and Framing in the Second Gulf War Dorra Maalej 2019-10-24 This book will appeal to media and communication and public opinion researchers. It is a corpus-based study of the agenda-setting and framing effects of the print media on public opinion, and examines US and UK newspapers' use of reporting strategies to shape their readers' attitude towards the Second Gulf War. These strategies consist of four analytic tools, namely discourse presentation categories, discourse presentation sub-categories, subjectivity markers and reporting signals (mainly verbs). This investigation reveals that the choice of reporting strategies is not only ideologically-driven, but is also highly determined by other parameters such as country, style, and genre.

Communication and Democracy Maxwell E. McCombs 2013-11-05 Exciting intellectual frontiers are open for exploration as agenda-setting theory moves beyond its 25th anniversary. This volume offers an intriguing set of maps to guide this exploration over the near future. It is intended for those who are already reasonably well read in the research literature that has accumulated since the publication of McCombs and Shaw's original 1972 Public Opinion Quarterly article. This piece of literature documented the influence of the news media agenda on the public agenda in a wide variety of geographic and social settings, elaborated the characteristics of audiences and media that enhance or diminish those agenda-setting effects, and cataloged those exogenous factors explaining who sets the media's agenda. In the current volume, a provocative set of maps for explicating new levels of agenda-setting theory have been sketched by a new generation of young scholars, launching an enterprise that has significant implications for theoretical research and for the day-to-day role of mass communication in democratic societies. At the first level of agenda setting are agendas of objects--the traditional domain of agenda setting research--represented by an accumulation of hundreds of studies over the past quarter century. At the second level of agenda setting are agendas of attributes--one of the new theoretical frontiers whose aspects are discussed in detail in the opening chapters. Other chapters offer maps of yet other theoretical frontiers, including political advertising agendas and their impact on behavior, the framing of various agendas in the mass media and the differential impact of print and TV, the theoretical role of individual differences in the agenda-setting influence of the news media on the public agenda, methodological advances for determining cause and effect roles in agenda-setting, and the application of agenda-setting theory to historical analysis. This volume is an invitation to others to become active members of the invisible college of agenda-setting scholarship. As such, the goals of this book are threefold: * to introduce a broad set of ideas about agenda-setting; * to enrich the exploration of these ideas by enhancing scholarly dialogue among the members of this invisible college; and * to enhance the discussion of agenda-setting research in seminars and research groups around the world. Agenda-setting has remained a vital and productive area of communication research over a quarter century because it has continued to introduce new research questions into the marketplace of ideas and to integrate this work with other theoretical concepts and perspectives about journalism and mass communication. Understanding the dynamics of agenda-setting is central to understanding the dynamics of contemporary democracy. This book's set of theoretical essays, grounded in the accumulated literature of agenda-setting theory and in the creative insights of young scholars, will help lead the way toward that understanding.

Comparative Policy Agendas Frank R. Baumgartner 2019 This book summarizes recent advances in the work on agenda-setting in a comparative perspective. The book first presents and explains the data-gathering effort undertaken within the Comparative Agendas Project over the past ten years. Individual country chapters then present the research undertaken within the many national projects. The third section illustrates the possibilities and directions for new research in comparative public policy using the data presented in this book. All the data used and discussed in the book is moreover publicly available. The book represents a significant contribution to the study of comparative public policy. By introducing a unified research infrastructure it opens up new possibilities for both empirical and theoretical research in this area.

The Presidential Agenda Roger T. Larocca 2006

The Public and the National Agenda Wayne Wanta 2023-06-09 Focusing on the agenda-setting function of the news media from an information processing standpoint, this volume examines how individuals expose

themselves to news media content and how this content translates into issue salience. It utilizes the individual as the unit of measurement. Many agenda-setting studies have used the issue, rather than the individual, as the unit of measurement. By employing an "agenda-setting susceptibility" index, the book details how individuals who actively process information in the news media are most susceptible to agenda-setting effects. Merging agenda-setting with research in information processing and uses and gratifications, it proposes and tests a causal model of media agenda-setting influences by examining demographics, psychological factors, and behavioral variables of individuals.

Setting the Agenda Maxwell McCombs 2021-02-01 News media strongly influence how we picture public affairs across the world, playing a significant and sometimes controversial role in determining which topics are at the centre of public attention and action. Setting the Agenda, first published in 2004, has become the go-to textbook on this crucial topic. In this timely third edition, Maxwell McCombs - a pioneer of agenda-setting research - and Sebastián Valenzuela - a senior scholar of agenda setting in Latin America - have expanded and updated the book for a new generation of students. In describing the media's influence on what we think about and how we think about it, Setting the Agenda also examines the sources of media agendas, the psychological explanation for their impact on the public agenda, and their consequences for attitudes, opinions and behaviours. New to this edition is a discussion of agenda setting in the widened media landscape, including a full chapter on network agenda setting and a lengthened presentation on agenda melding. The book also contains expanded material on social media and the role of agenda setting beyond the realm of public affairs, as well as a foreword from Donald L. Shaw and David H. Weaver, the co-founders of agenda-setting theory. This exciting new edition is an invaluable source for students of media, communications and politics, as well as those interested in the role of news in shaping and directing public opinion.

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