

Learning Unit 9

Summary

	<i>Topic</i>	<i>Text</i>	<i>Language & Academic Skills</i>	<i>Assignments</i>
9	Agenda Setting and Framing	Maxwell McCombs and Donald L. Saw, "The Agenda-Setting Function of Mass Media (1999).	Applying theory. Working in groups and presentation skills. Giving peer feedback.	Shortlist headlines from three different newspapers. Contrast and compare the way in which they set the agenda.

Overview

How is public opinion shaped by the media? This learning unit will cover McCombs's "agenda setting" theory. This approach seeks to focus on long-term media effects. PowerPoint presentations, mandatory texts, and other material will help students understand and evaluate the ways in which journalists in particular influence public opinion according to salience they give to certain news items.

Objective

Students will be able to show how news stories are selected and ordered in accordance with certain news values.

Language & Academic Skills

Applying theory. Working in groups and presentation skills. Giving peer feedback.

Resources

<i>Type</i>	<i>Content</i>	<i>Context</i>
Web site	https://www.academia.edu/3355260/An_Overview_of_Agenda_Setting_Theory_in_Mass_Communications	Online article that presents an overview of Agenda Setting theory in Mass Communication



Textbook supplement	<u>Key Themes in Media Theory</u>	See chapter 2: Agenda-setting and social function of media
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