



IMS 202: Agenda-Setting in the News

Agenda for today

1. Reading/Viewing/Listening
Discussion
2. Media effects & Agenda-setting
Mini-Lecture
3. Newspaper Group Activity
4. WEEK 11: Reflection Survey

Learning Goals

1. Define agenda setting and identify its role in how news is delivered.
2. Reflect on the ways agenda setting may influence our awareness of current events.

Does understanding how media effects work help us to make sense of our own information consumption and perspectives of current events?

Reading/Viewing/Listening

A famous political scientist once said, "[the press] may not be successful in telling readers what to think, but it is stunningly successful in telling its readers what to think about." What do you think about this statement? How would you describe this statement in your own words?

Reading/Viewing/Listening

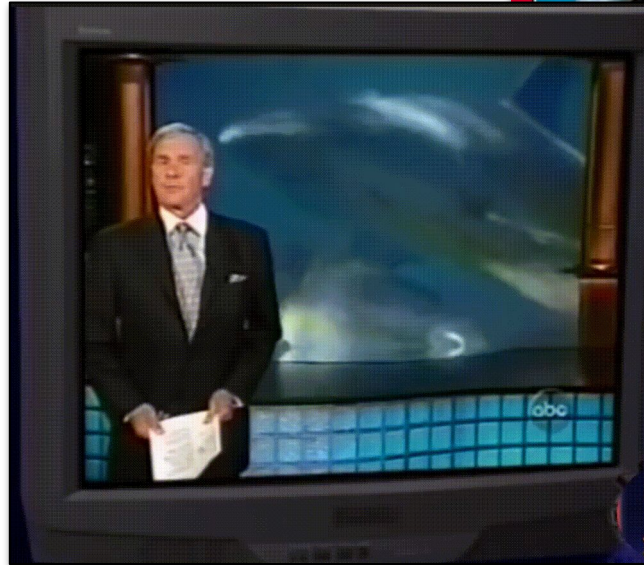
In your own words, what is agenda-setting?

Reading/Viewing/Listening

What's going on in this Daily Show clip from 2002?

Reading/Viewing/Listening

What's going on
in this Daily
Show clip from
2002?



Reading/Viewing/Listening

Do you have a specific question about agenda-setting that you would like instructors to answer or clarify?



Media Effects

Foundation for Media Effects

- Walter Lippmann's *Public Opinion* (1922)
- The world outside and the pictures in our heads.
- The real environment is altogether too big, too complex, and too fleeting for direct acquaintance.
- We rely on media to make sense of the world.



Lippmann, W. (1946). *Public opinion* (Vol. 1). Transaction Publishers.

Media Effects

Social, psychological, and/or behavioral responses occurring in individuals as a result of exposure to media messages.

Tsfati, Y. (2011). "Media Effects." *Communication*. doi: 10.1093/obo/9780199756841-0081



Cognitive Media Effects

- The acquisition of information—what people learn, how much do they learn, how needs for information are satisfied or not.
- Health communication: Does this public service announcement inform people?
- Political communication: Does this news story change someone's mind about an issue?



Perse, E. M., & Lambe, J. (2016). *Media effects and society*. Routledge.

Agenda-Setting

- Cognitive media effect to explain the link between news reporting and public opinion.
- Media indicate to the public the main issues of the day through the presentation of news.
- Readers learn not only about a given issue, but also how much importance to attach to that issue from the **amount of information in a news story** and **its position**.

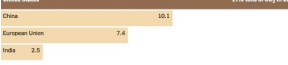


McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176-187; McQuail, D. (2010). *McQuail's Mass Communication Theory*. Sage publications.

Comparing Pledges by the World's Largest Polluters to Cut Their Emissions

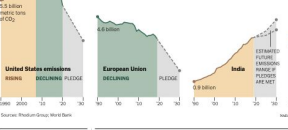
The United States and the European Union account for about a quarter of global warming emissions. Page A12.

Per person, Americans produce more greenhouse gases...



...but the country is far outpaced by China in total emissions

The United States has 461 increasing emissions units the year 2000-09, while Europe has fallen 400.



Biden to Seek Tax on Richest To Aid Families

By JIM HANSEN

WASHINGTON — President Biden will seek new taxes on the rich, including a new doubling of the capital gains tax for people earning more than \$1 million a year, and a new 10 percent tax on the top 1 percent of households. Mr. Biden will also propose raising the top marginal income tax rate to 28 percent for those earning more than \$1 million a year. The proposals are part of a broader plan to raise \$100 billion to help pay for the deficit over the next 10 years. The plan also includes a new 10 percent tax on the top 1 percent of households, which would raise \$100 billion over the next 10 years. The plan also includes a new 10 percent tax on the top 1 percent of households, which would raise \$100 billion over the next 10 years.

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How Soccer's Sure Thing, a Super League, Collapsed in 2 Days

By MARK PANZA and JAMES HOGAN

LONDON — For 48 hours, soccer fans around the world were watching a super league collapse. The idea of a new league that would include the top clubs from Europe, Asia, and Australia was abandoned in less than 48 hours. The league was supposed to be a new way to organize soccer, but it was abandoned because of the lack of interest from fans and players.

Oil Giant's Myanmar Lobbying
Chevron is pushing back against U.S. threats to allow sanctions on the state-owned oil company. Page A5.

Coalition Clash in the Hamptons
The House vote on the stimulus bill was a surprise. Page A5.

Targeting Anti-Asian Attacks
The House vote on the stimulus bill was a surprise. Page A5.

BIDEN COMMITS U.S. TO EMISSIONS CUTS AS ALLIES JOIN VOW

Targets That Would Alter Life in U.S. An Aggressive Stand on Climate Change

WASHINGTON — President Biden's new pledge to slash America's greenhouse gas emissions over the coming decade is long on promises and short on specifics, but it signals that America would cut its global warming emissions as fast as any other major nation, according to the new analysis. The plan would require rapid and sweeping changes to virtually every corner of U.S. industry, from power plants to the way we drive, from the way we build to the way we work, from the way we live to the way we think.

In several recent studies, researchers have estimated what a future America might look like if it wants to achieve the Biden goal. The studies show that to meet the plan's emissions targets, Americans would have to make significant changes to their lives. They would have to drive smaller cars, use public transit, and live in more energy-efficient homes. They would also have to change the way they work and the way they play.

That was never their intent. The plan was supposed to be a new way to organize soccer, but it was abandoned because of the lack of interest from fans and players. The league was supposed to be a new way to organize soccer, but it was abandoned because of the lack of interest from fans and players.

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New York Mayoral Candidates Clash on Remaking Police Dept.

By EMMA C. FITZSIMMONS and ASHLEY SOUTHWELL

When the former Minneapolis police chief David Chalmers ran for mayor this week, he found himself in a tough spot. He was competing against a former New York City police chief who was known for his aggressive approach to reforming the police. The two candidates clashed over how to reform the police department, with Chalmers arguing for a more community-oriented approach and the other arguing for a more traditional approach.

Weekend Arts C12
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Issue

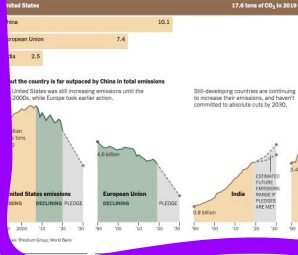
Amount of information

Position

Advertisement area containing various small text blocks, logos, and contact information.

U.S. and Other Nations Pledges by the World's Largest Polluters to Cut Their Emissions

U.S. and other nations pledged to cut greenhouse-gas emissions by 2020, but all agree to reduce by 50 percent, Americans produce more greenhouse gases...



Biden's Tax Plan to Raise on One-Shot Vaccine Is Likely to Be Lifted

By NINA FANKHAUSER and HANNAH KAPLAN
 WASHINGTON — President Biden will seek new tax on the rich, including a new doubling of the capital gains tax to people earning more than \$1 million a year, but the plan is likely to be lifted in the House, according to a new report.

Mr. Biden will also propose raising the top marginal income tax rate to 28 percent, but that, too, is likely to be cut. The plan also includes a 20 percent increase in the estate tax, but that, too, is likely to be cut. The plan also includes a 20 percent increase in the estate tax, but that, too, is likely to be cut.



Burying a 'Prince' in Minneapolis
 Civil rights figures greeted with the family of Daune Wright, shot by the police last week. Page A13.

BIDEN COMMITS U.S. TO EMISSIONS CUTS AS ALLIES JOIN VOW

Targets That Would Alter Life in U.S. An Aggressive Stand on Climate Change

By BRAD PETERSON
 WASHINGTON — President Biden on Thursday promised to get behind the United States, declaring that America would set its global warming emissions at a level that would be no higher than the 1990 level.

Administration officials said that the plan would require the U.S. to cut its global warming emissions by 17 percent from 2005 levels by 2020. The plan would also require the U.S. to cut its global warming emissions by 82 percent from 2005 levels by 2050.

Rare Side Effect at Issue — C.D.C. Panel Set to Meet on Friday

By NINA FANKHAUSER
 WASHINGTON — Federal health officials are expected to meet on Friday to discuss whether to recommend the use of a one-shot vaccine against swine flu.

The vaccine, called Pandemidex, is a one-shot vaccine that would protect against the H5N1 virus. It is made from a weakened form of the virus and is expected to be effective against the virus.

The panel will also discuss whether to recommend the use of a one-shot vaccine against swine flu. The vaccine, called Pandemidex, is a one-shot vaccine that would protect against the H5N1 virus.

New York Mayoral Candidates Clash on Remaking Police Dept.

By DIANA G. TRIZZO and ANTHONY SOTTALONE
 When the former District Attorney, Mr. Briner, said he would not be running for mayor, it was a surprise. He had been expected to be a strong contender for the job.

Mr. Briner's decision to run for mayor was a surprise. He had been expected to be a strong contender for the job. He had been expected to be a strong contender for the job.

How Soccer's Sure Thing, a Super League, Collapsed in 2 Days

By MARK PANZA and JAMES HAMILTON
 LONDON — For 18 hours, soccer fans around the world watched as the Super League, a proposed new league of elite soccer clubs, collapsed.

The Super League was a proposed new league of elite soccer clubs. It was expected to be a strong contender for the job.

Oil Giant's Myanmar Lobbying Shifts in Life Terms for Youth

By NINA FANKHAUSER
 Chevron is pushing back against U.S. efforts to place sanctions on the state-owned Myanmar oil company, according to a new report.

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Seeing Smoother Air Ahead

By NINA FANKHAUSER
 American and British airlines are expected to see a smoother ride in the coming months, according to a new report.

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Beating Against Henry Ford

By NINA FANKHAUSER
 A small electric-vehicle company says it can make more and faster cars than Henry Ford, according to a new report.

Targets That Would Alter Life in U.S.

By BRAD PETERSON
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Comparing Pledges by the World's Largest Polluters to Cut Their Emissions

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Per person, Americans produce more greenhouse gases ...



Not the country it was outpaced by China in total emissions

The United States was still increasing emissions until the year 2020, which Europe has since overtaken.



Biden to Seek Tax on Richest To Aid Families

WASHINGTON — President Biden will seek new taxes on the nation's richest to help pay for his \$1.9 trillion plan to improve infrastructure, education and health care.

Mr. Biden will propose a 2 percent surcharge on the income of the top 1 percent that will be phased in over the next several years.

The president will lay out the plan in his State of the Union address on Monday.

The plan will also include an up-to-10% surcharge on the income of the top 0.1 percent, which would raise \$100 billion in new revenue.

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Use on One-Shot Vaccine Is Likely to Be Limited

Rare Side Effect at Issue — C.D.C. Panel Set to Meet on Friday

WASHINGTON — Federal health officials are expected to meet on Friday to discuss whether to recommend the use of a one-shot vaccine against the coronavirus.

The vaccine, known as AZD1222, was developed by Oxford University and AstraZeneca.

The vaccine is currently being used in clinical trials and is being distributed to health care workers.

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BIDEN COMMITS U.S. TO EMISSIONS CUTS AS ALLIES JOIN VOW

Targets That Would Alter Life in U.S. An Aggressive Stand on Climate Change

WASHINGTON — President Biden on Thursday promised to set bold targets to cut global warming emissions as fast as possible to limit the damage from climate change.

Mr. Biden said he would seek to reduce global warming emissions by 50 percent from 2014 levels by 2050.

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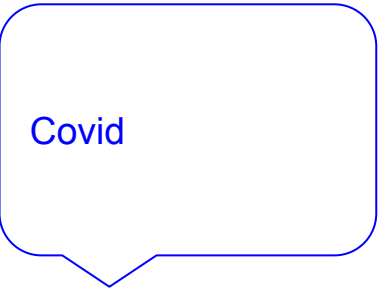
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Issue

Amount of information

Position

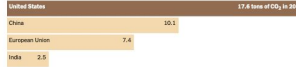
Grid of small news snippets including 'Oil Giant's Myanmar Lobbying', 'Casualty Clash in the Hamptons', 'Targeting Anti-Asian Attacks', 'A Firey 'Romero and Julier'', 'Seeing Smoother AI Ahead', 'Betting Against Henry Ford', 'How Soccer's Sure Thing, a Super League, Collapsed in 2 Days', 'Fan Fury Helps Topple Deal Works Bill', 'Burial of a Prince in Minneapolis', 'New York Mayoral Candidates Clash on Remaking Police Dept.', 'How Soccer's Sure Thing, a Super League, Collapsed in 2 Days', 'Fan Fury Helps Topple Deal Works Bill', 'Burial of a Prince in Minneapolis', 'New York Mayoral Candidates Clash on Remaking Police Dept.'

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Comparing Pledges by the World's Largest Polluters to Cut Their Emissions

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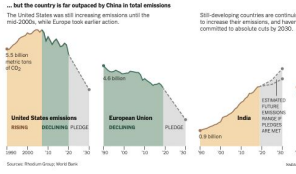
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Pause on One-Shot Vaccine Is Likely to Be Lifted

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As many as we possibly can... When top federal health officials...

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Mr. Obama, left, with Vice President Joe Biden, right, at a campaign event in Minneapolis.



Mr. Obama, left, with Vice President Joe Biden, right, at a campaign event in Minneapolis.

How Soccer's Sure Thing, a Super League, Collapsed in 16 Days

By MARK PANZA
LONDON — For 18 hours, soccer fans in London were treated to a roller coaster ride of emotions...

Fan Fury Helps Topple Deal Worth Millions

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INTERNATIONAL A-16: Oil Giant's Myanmar Lobbying; NATIONAL A-17: Shift in Life Terms for Youths; BUSINESS B-4: Seeing Smoother Air Ahead; TRAVELING AN OUTBREAK A-2: Post-CoVID Health Is Studied

SPORTS FEBRUARY B-9: Straight W's for the A's; WEEKEND ARTS C-12: Our Experts' Oscar Bait; A FIERY 'Romans andJuliet'

Issue

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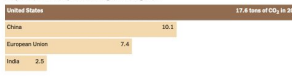
Position

Race/inequality

Comparing Pledges by the World's Largest Polluters to Cut Their Emissions

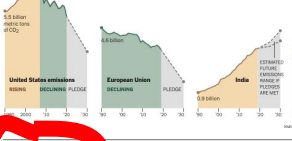
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Biden to Seek Tax on Richest To Aid Families

By Jim Tankersley

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The president will lay out a new proposal, which he will announce in a speech...

The plan will also include an expansion of health coverage or to reduce government spending on prescription drugs...

How Soccer's Sure Thing, a Super League, Collapsed in 2 Days

By Mark Pender

It was British and European League soccer's sure thing, a Super League, that collapsed in two days...

Seeing Smoother Air Ahead

By David Mervin

Aerial stratospheric computer says it can make sure and breeze later than they do by steering the assembly line.

By David Mervin

Use on One-Shot Vaccine Is Likely to Be Lifted

By Noah Weiland

WASHINGTON — Federal officials announced Monday that they will allow the use of Johnson & Johnson's one-shot vaccine...

When that federal health risk, already decided early last week, is lifted, the vaccine will be used for a wider range of people...

That was the case in the United States, but officials there said they would not lift the ban on the one-shot vaccine...

Mannequin

By David Mervin

Mannequin, the world's most famous mannequin, is set to be auctioned off...

Oil Giant's Myanmar Lobbying

By David Mervin

Chevron is pushing back against U.S. threats to place sanctions on the state-owned Myanmar oil giant...

By David Mervin

Rare Side Effect in C.D.C. Panel Set to Meet on Friday

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Fan Fury Helps Topple Deal With Bulls

By David Mervin

And Australia is numbers large enough to tempt lawmakers...

Coalition Clash in the Hamptons

By David Mervin

Two rival political groups are vying for control of the Hamptons...

By David Mervin

Targets That Would Alter Life in U.S.

By Brad Plumer

WASHINGTON — President Biden's new climate goals are ambitious, but they are not as ambitious as they could be...

That was the case in the United States, but officials there said they would not lift the ban on the one-shot vaccine...

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By David Mervin

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BIDEN COMMITS U.S. TO EMISSIONS CUTS AS ALLIES JOIN VOW

Targets That Would Alter Life in U.S.

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Issue

Amount of information

Position

Right side of the page containing various news snippets and a barcode.

"All the News
That's Fit to Print"

The New York Times

Late Edition
Today's news events defined today,
but did quite heavily, high 64. Se-
right, clear to partly cloudy, low 41.
Temperature, then clouds,
high 65. Weather map, Page A22.

VOL. CLXX ... No. 59,037

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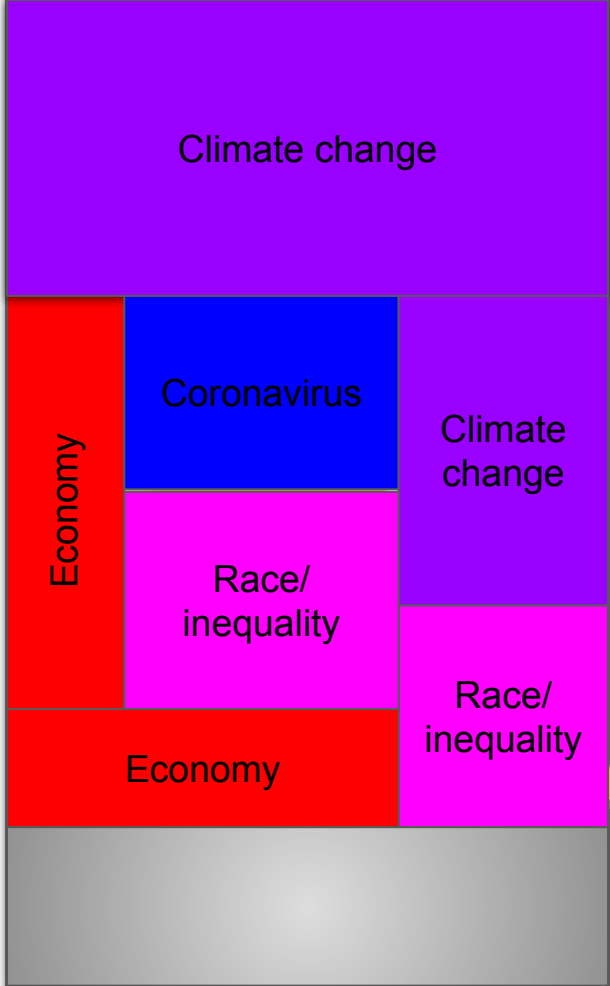
NEW YORK, FRIDAY, APRIL 23, 2021

\$3.00

Issue

Amount of information

Position



The
coronavirus
outbreak

80
seconds



UDY WOODRUFF: A CDC panel is urging an end to the pause on using Johnson & Johnson's

**Climate
Change**

**80
seconds**



Climate summit ended today
agreeing up fossil fuels. The

**PBS
NEWS
HOUR**

#PBSNEWS

1:17 / 5:26



Immigration

25
seconds

MIGRANT DEATHS

Some 130 migrants
dead after capsizing

for Europe are feared
Libya. It happened

PBS
NEWS
HOUR

2:31 / 5:26



International: Jerusalem

25
seconds

JERUSALEM CLASHES

In Jerusalem, Israeli police injured 44 people overnight in clashes with Palestinians and

Full screen (f)

PBS
NEWS
HOUR

pbs.org/newshour

2:56 / 5:26



International: Russia

20
seconds

ENDING STRIKE

Russian dissident Alexei Navalny ending
a 24-day hunger strike in prison. online

PBS
NEWS
HOUR

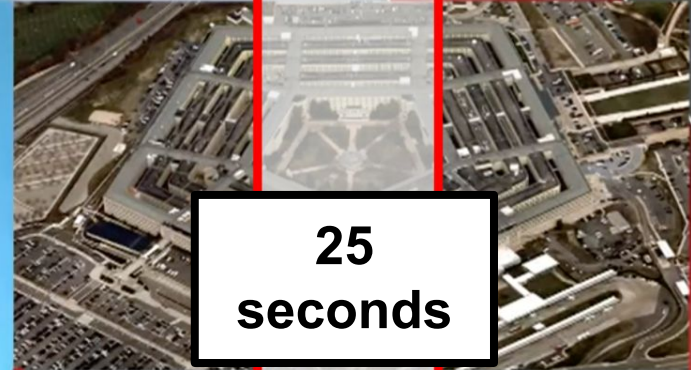
pbs.org/newshour

3:21 / 5:26



Sexism

**25
seconds**



PANEL RECOMMENDATION

Back in this country, a Pentagon panel recommended that independent authorities take over d

PBS
NEWS
HOUR

#PBSNEWS



3:41 / 5:26



**Biden:
Trip**

**15
seconds**

FIRST TRIP

President Biden has made plans for his first overseas trip since taking office. The White

PBS
NEWS
HOUR

#PBSNEWS

4:16 / 5:26



Market



10
seconds

MARKETS

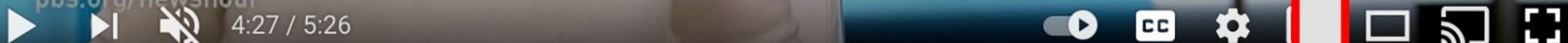
And on Wall Street today, stocks made up some lost ground. The Dow Jones industrial average

PBS
NEWS
HOUR

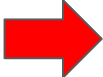
Full screen (f)

pbs.org/newshour

4:27 / 5:26

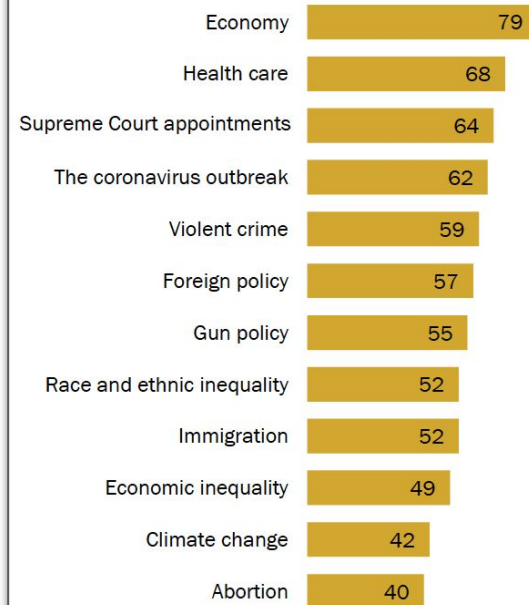


Agenda-Setting

- Correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by individuals.
- Reflected in what the public perceives as the most important issues.
- Media agenda  public agenda

Economy is top issue for voters in the 2020 election

% of registered voters saying each is 'very important' to their vote in the 2020 presidential election

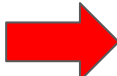


Note: Based on registered voters.

Source: Survey of U.S. adults conducted July 27-Aug. 2, 2020.

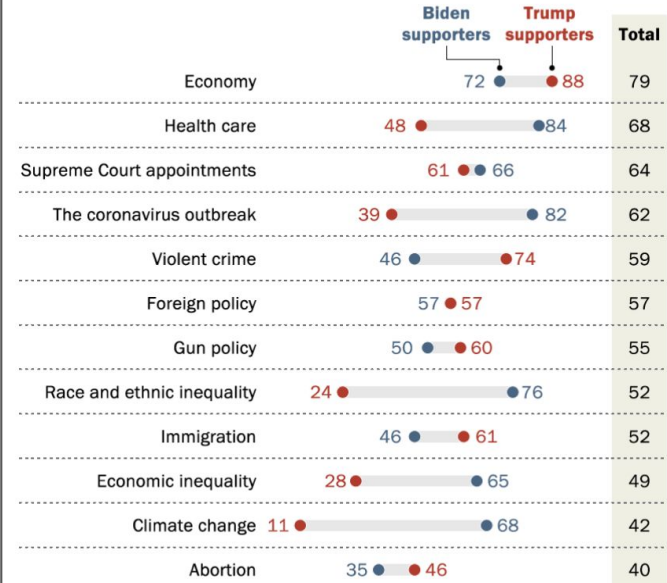
PEW RESEARCH CENTER

Agenda-Setting

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Top issues for Trump supporters are economy, crime; Biden supporters prioritize health care, coronavirus

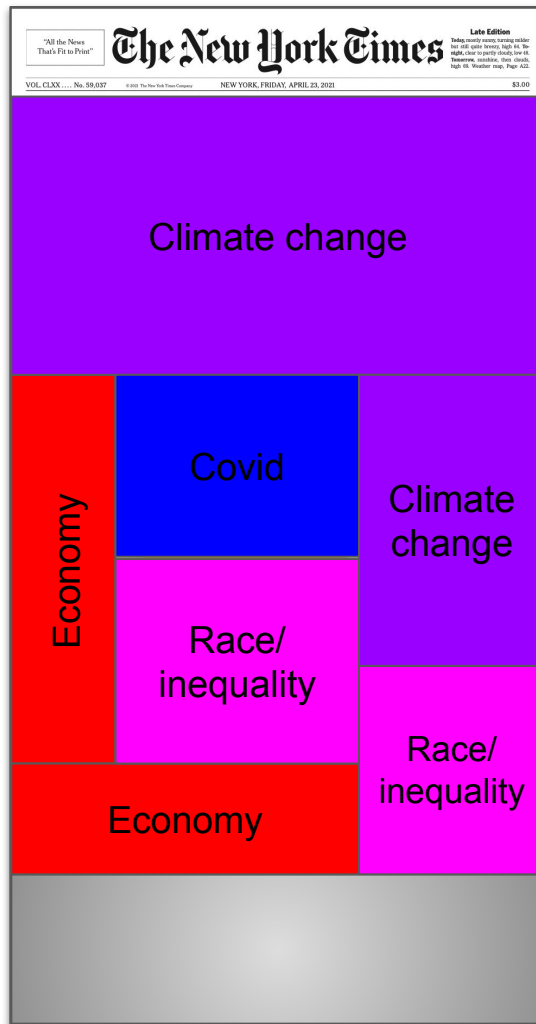
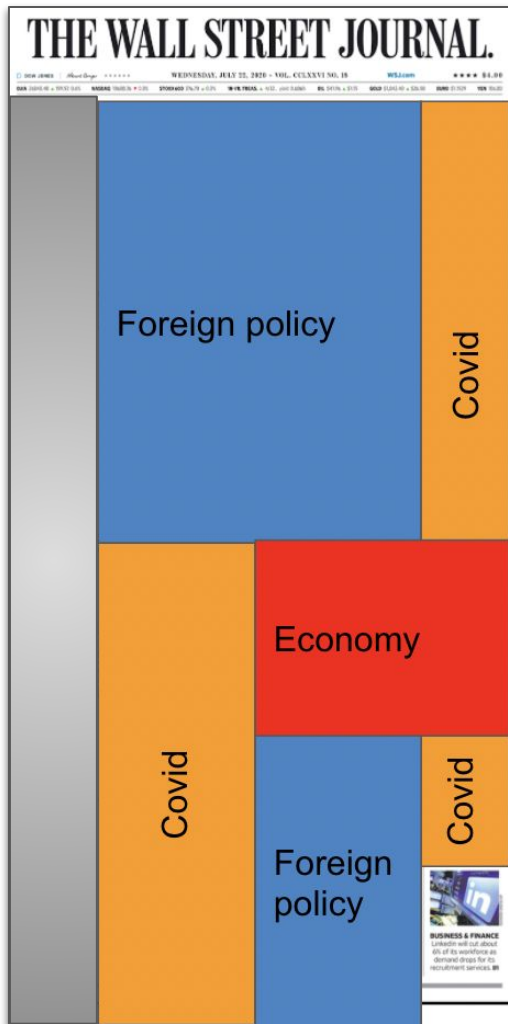
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Note: Based on registered voters.

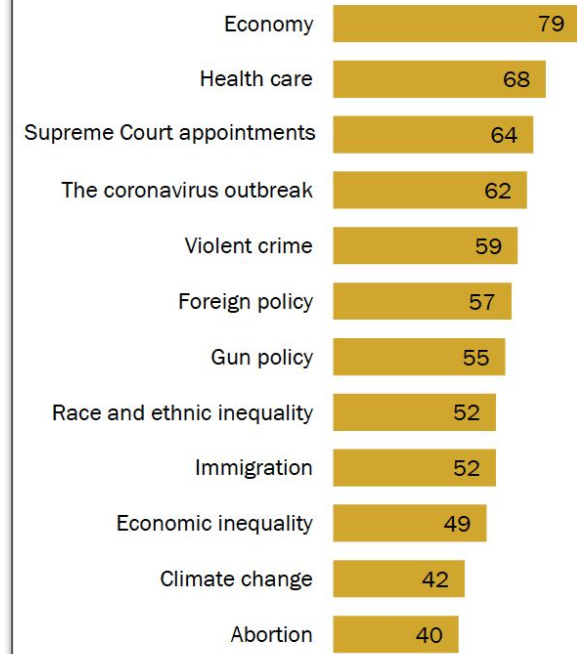
Source: Survey of U.S. adults conducted July 27-Aug. 2, 2020.

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Economy is top issue for voters in the 2020 election

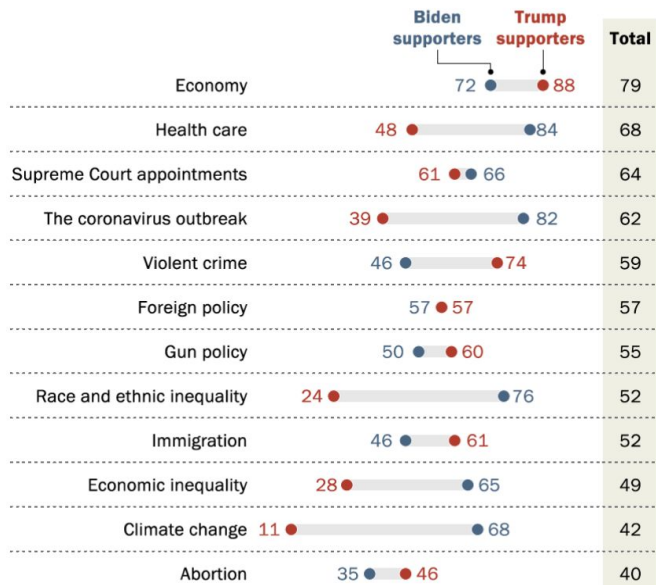
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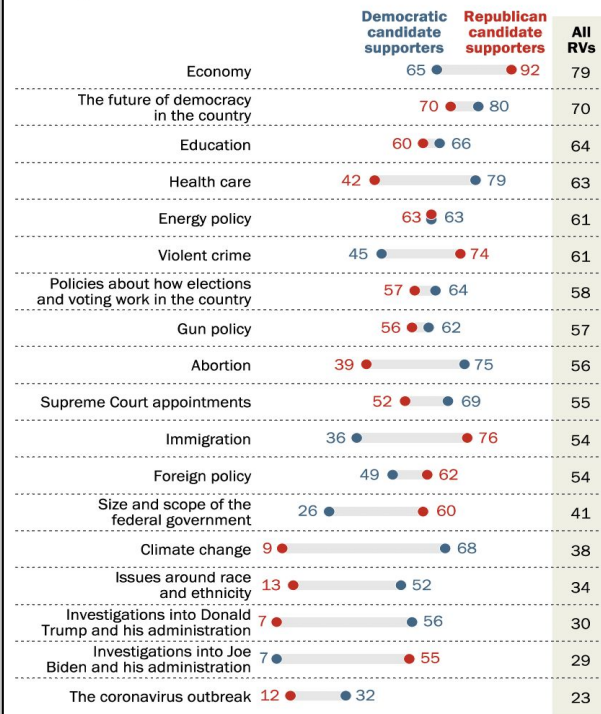
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(2020)

The economy remains the top issue for voters in the midterms

% of registered voters who say each is *very important* to their vote in the 2022 congressional elections



Note: Based on registered voters.
Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

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(2022)

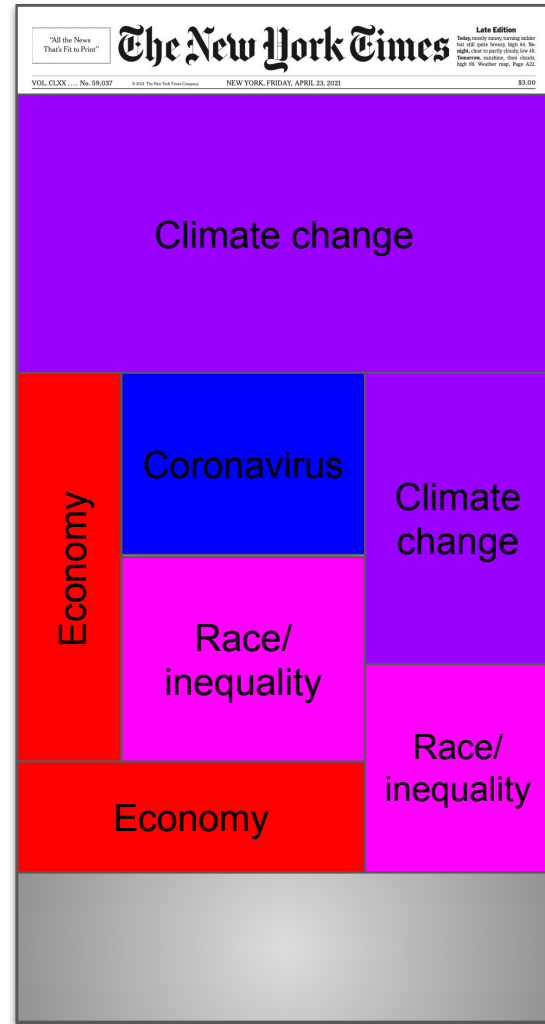


Newspaper Group Activity



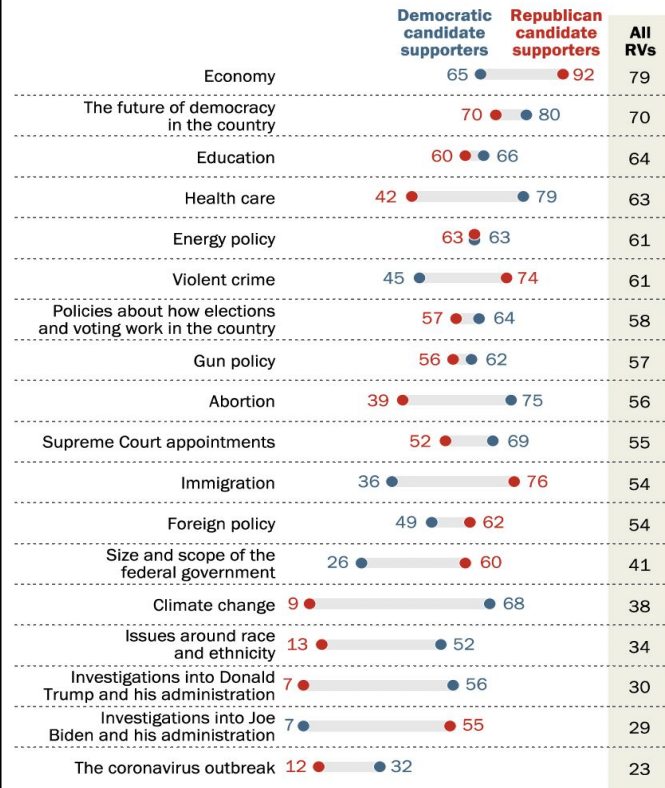
Newspaper group activity:

Color-code top issues in *The New York Times* and *Wall Street Journal*



The economy remains the top issue for voters in the midterms

% of registered voters who say each is **very important** to their vote in the 2022 congressional elections



Note: Based on registered voters.

Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

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Economy	79%
Future of Democracy	70%
Education	64%
Health care	63%
Energy policy	63%
Violent crime	61%
Policies about elections and voting	58%
Gun policy	57%
Abortion	56%
Supreme court appointments	55%
Immigration	54%
Foreign policy	54%

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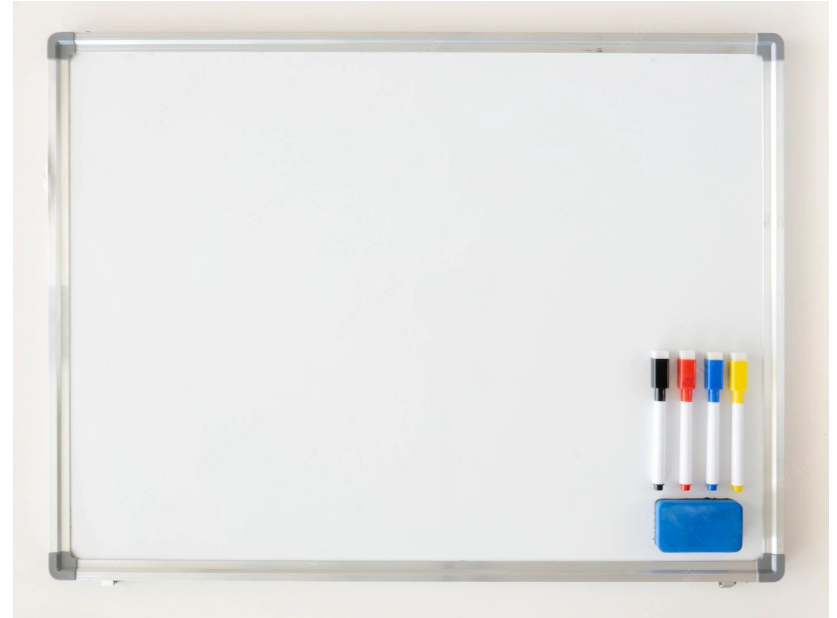
Top issues for voters leading up to 2022 midterms Pew Research Center (Released Oct. 20, 2022)

Color Map:

- Economy = Red
- Future of Democracy = Orange
- Education = Brown
- Health care = Purple
- Energy policy = Dark green
- Violent crime = Light blue
- Policies about elections = Grey
- Gun policy = Light green
- Abortion = Yellow
- Supreme court = Black
- Immigration = Pink
- Foreign policy = Dark blue
- Miscellaneous = Leave blank

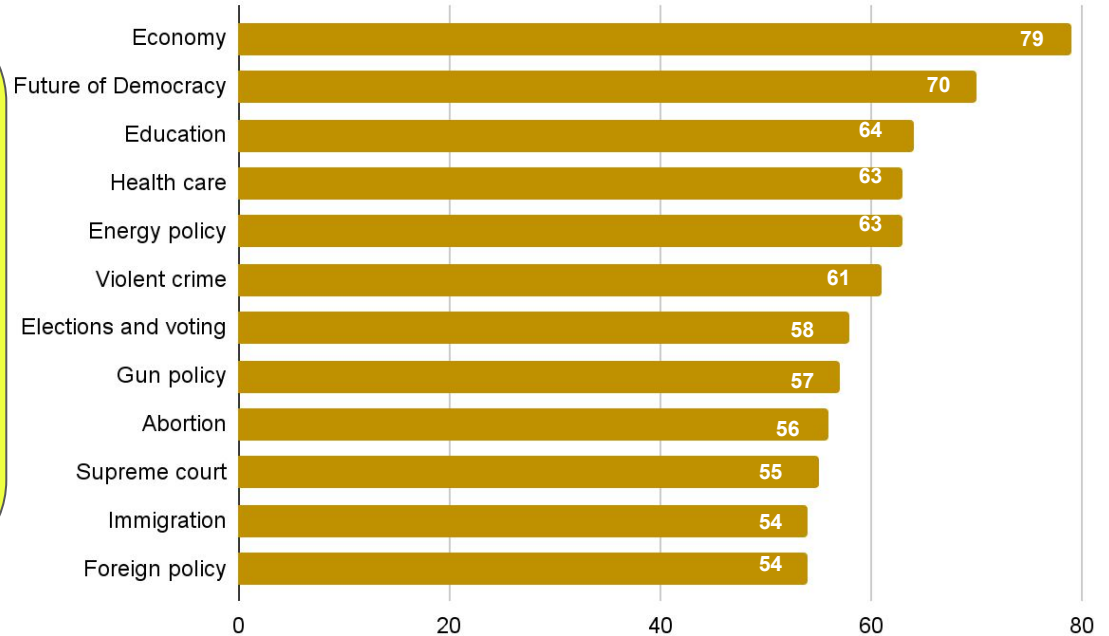
Newspaper group activity

Looking at the front pages you just color-coded, rank the issues in order of importance on the whiteboards.



Newspaper group activity

How do your rankings match up with the amount of importance given to issues from the Pew Research Center for all registered voters?

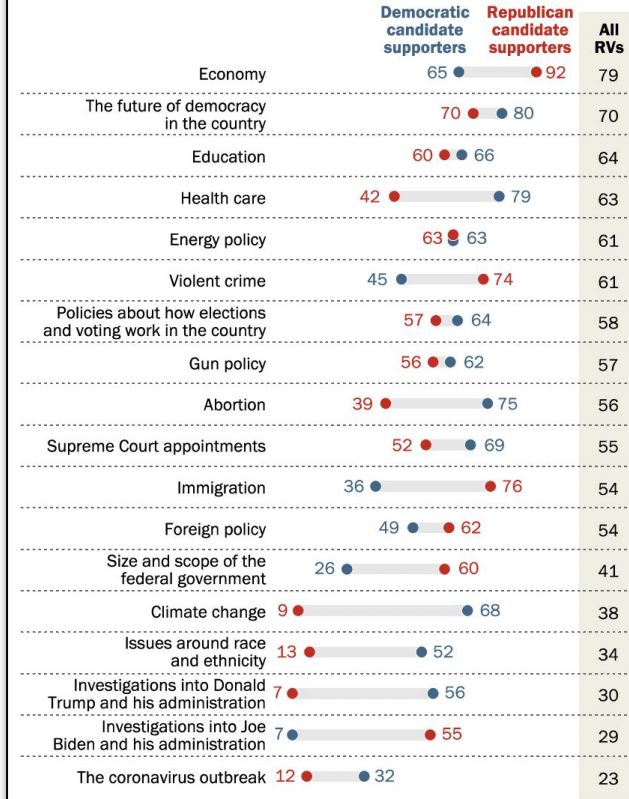


Newspaper group activity

What about for Democratic candidate supporters and Republican candidate supporters?

The economy remains the top issue for voters in the midterms

% of registered voters who say each is **very important** to their vote in the 2022 congressional elections



Note: Based on registered voters.

Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

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Reading/Viewing/Listening

In your opinion, what are the top 5 voting issues you think are the most important leading up to the midterm elections? (Examples can include gun policy, economy, education, health care, crime, abortion, immigration, climate change, foreign policy, etc.) List them below.

Top issues for the class

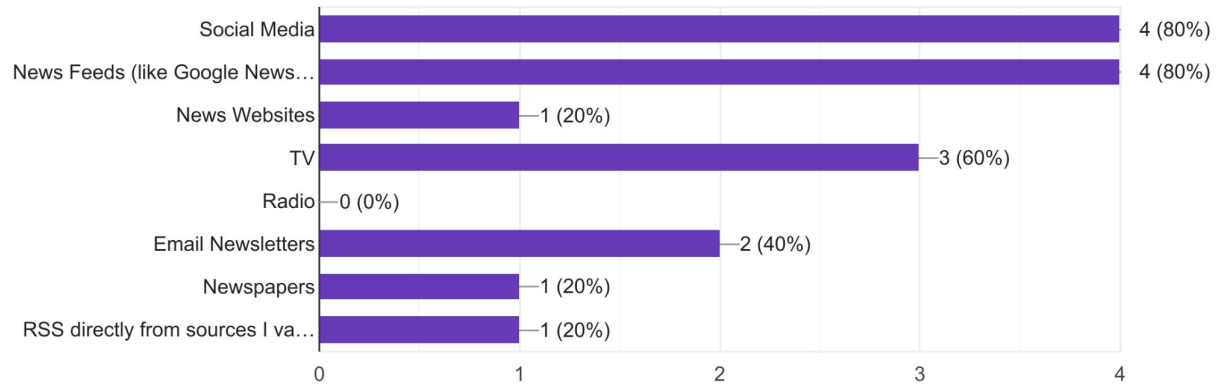
1. Abortion
2. Economy
3. Gun Policy
4. Education
5. Climate Change
6. Health Care

Reading/Viewing/Listening

Where do you usually get your news?

Where do you usually get your news?

5 responses



How might agenda-setting look in the way you encounter the news?

WEEK 11: EXIT TICKET

WEEK 11: EXIT TICKET

- Analyze your own news source (or social media feed)
- Compare how your source of news prioritizes issues with what you reported (in this week's Ticket) were the top 5 most important voting issues leading up to the midterm elections.

