



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?

A high-angle, black and white photograph of a massive crowd of people, likely at a sporting event or concert. The individuals are seen from behind, filling the frame from the foreground to the distant background. The perspective is from an elevated position, looking down over the audience. The text "Media Effects" is overlaid in the center of the image.

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



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.

Issue

Amount of information

Position

Covid

The New York Times
VOL. CLXXI No. 58,837 NEW YORK, FRIDAY, APRIL 23, 2021 \$5.00

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

The United States and the European Union agreed to lead a coalition of about 40 nations in pledging to cut their emissions. Page A2.

For years, American politicians have promised to cut emissions.

Country	CO2 Emissions (2019)
United States	17.4 billion metric tons
European Union	4.4 billion metric tons
India	2.5 billion metric tons
China	10.2 billion metric tons

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

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

By BRAD FISHER

WASHINGTON — President Biden on Thursday made a bold pledge to slash greenhouse gas emissions over the coming decade to a long-term goal of net-zero by 2050, and urged an immediate effort to get to net-zero by 2040. The move would require a radical change in the nation's energy system, forcing the use of American-made wind, solar and other clean energy sources to meet the goal. Biden's pledge is the most aggressive yet by any major nation, and it would require a radical change in the nation's energy system, forcing the use of American-made wind, solar and other clean energy sources to meet the goal.

Biden to Seek Tax on Richest To Aid Families

WASHINGTON — President Biden on Thursday announced a plan to raise taxes on the wealthy to help pay for his new program to provide free college tuition for all students.

Use of One-Shot Vaccine Is Likely to Be Limited

WASHINGTON — The Centers for Disease Control and Prevention on Thursday said that the use of a one-shot COVID-19 vaccine is likely to be limited to certain groups of people, such as those who are at high risk of severe illness or death.

New York Mayoral Candidates Clash on Remaking Police Dept.

NEW YORK — In a heated debate, candidates for New York City mayor clashed over how to reform the city's police department.

Burying a 'Prize' in Mississippi

MISSISSIPPI — A body was buried in a coffin in a cemetery in Mississippi, a day after a police officer was shot and killed.

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

PARIS — A proposed super league for European soccer clubs collapsed in just two days.

Oil Giant's Myanmar Lobbying

WASHINGTON — An oil giant is lobbying the U.S. government to ease sanctions on Myanmar.

Timeline on Ukraine Case

WASHINGTON — A timeline of events surrounding the Ukraine case.

Post-Covid Health Is Studied

WASHINGTON — Researchers are studying the health of people who have recovered from COVID-19.

Targeting Anti-Arson Attacks

WASHINGTON — Law enforcement agencies are targeting anti-arson attacks.

A Flurry 'Roses and Jails'

WASHINGTON — A flurry of news stories about roses and jails.

Seeking Smoother Air Ahead

WASHINGTON — A report on seeking smoother air ahead.

Setting Against Heavy Trend

WASHINGTON — A report on setting against a heavy trend.

Issue

Amount of information

Position

Race/inequality

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

The United States and the European Union agreed to lead a coalition of about 40 nations in pledging to cut their emissions. Page A2.

For years, American producers have grumbled about the United States' pledge to cut its greenhouse gas emissions.

Country	2019 Emissions (Billion Metric Tons)
United States	17.4
European Union	5.4
India	2.5
China	10.9

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

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

By MARK FOLEY
WASHINGTON — President Biden on Thursday committed the United States to a new pledge to cut its greenhouse gas emissions over the next 30 years, a move that would alter the way Americans live and work, but that would also help the world to meet its goal of limiting global warming to 1.5 degrees Celsius, or about 2.7 degrees Fahrenheit, by the end of the century.

The pledge, which is part of a broader effort to lead a coalition of about 40 nations in pledging to cut their emissions, is the most ambitious yet from any major nation. It would require the United States to cut its emissions by 50 to 52 percent by 2030 and by 100 percent by 2050.

The pledge is a significant step toward meeting the goal of the Paris climate agreement, which calls for limiting global warming to 1.5 degrees Celsius, or about 2.7 degrees Fahrenheit, by the end of the century.

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Biden to Seek Tax on Richest To Aid Families

WASHINGTON — President Biden will seek a tax on the rich, including a new addition to the capital gains tax for property owners, when he takes office in January, according to a senior administration official.

The Biden administration is expected to announce the plan in the next few weeks, the official said. The plan would raise the top marginal tax rate on capital gains from 15 percent to 20 percent, and would also raise the top marginal tax rate on dividends from 15 percent to 20 percent.

The plan would also raise the top marginal tax rate on long-term capital gains from 15 percent to 20 percent, and would also raise the top marginal tax rate on dividends from 15 percent to 20 percent.

Pause on One-Shot Vaccine Is Likely to Be Lifted

WASHINGTON — The Centers for Disease Control and Prevention (CDC) is likely to lift its pause on the use of a one-shot COVID-19 vaccine, according to a senior administration official.

The CDC is currently reviewing the safety and efficacy of the one-shot vaccine, which is being developed by Moderna. The CDC is expected to announce its decision in the next few weeks, the official said.

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

LONDON — The idea of a new super league for soccer's elite clubs in Europe has collapsed in just two days, according to a senior administration official.

The super league was proposed by a group of clubs, including Manchester United, Real Madrid, and Liverpool. The league would have been a breakaway from the traditional soccer leagues in Europe.

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New York Mayoral Candidates Clash on Remaking Police Dept.

NEW YORK — Mayor-elect Eric Adams and his opponent, Zohran Mahabadi, clashed over how to remake the New York City Police Department on Thursday.

Adams, who is a former police officer, said that the police department needs to be completely overhauled. He said that the police department is the largest and most expensive government agency in the city, and that it needs to be reformed.

Mahabadi, who is a former police officer, said that the police department needs to be reformed, but that it should not be completely overhauled. He said that the police department is the largest and most expensive government agency in the city, and that it needs to be reformed.

Oliver's Nuptials in Ukraine

WASHINGTON — President Joe Biden's daughter, Ashley Biden, is expected to marry her fiancé, John Hathorn, in Ukraine, according to a senior administration official.

The wedding is expected to take place in the next few weeks, the official said. The wedding is expected to be a private affair, and will not be open to the public.

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Our Expert's Clear Belief

WASHINGTON — A senior administration official said that the United States is committed to a policy of "strategic competition" with China.

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A Flurry 'Bones and Julia'

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Issue

Amount of information

Position

Economy

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

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For years, American politicians have promised to cut greenhouse gases.

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How a Sure Thing, a Super League, Collapsed in 2 Days

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U.S. Court's Rhetoric Lacking

Tensions on Ukraine Ease

Post-Covid Health Is Studied

Seeking Smoother Air Ahead

Setting Against Heavy Tool

Cardio Clubs in the Hamptons

Targeting Anti-Arson Attacks

A Flurry 'Roses and Jades'

Promising Life-Cut Short

Our Expert's Clear Ballot

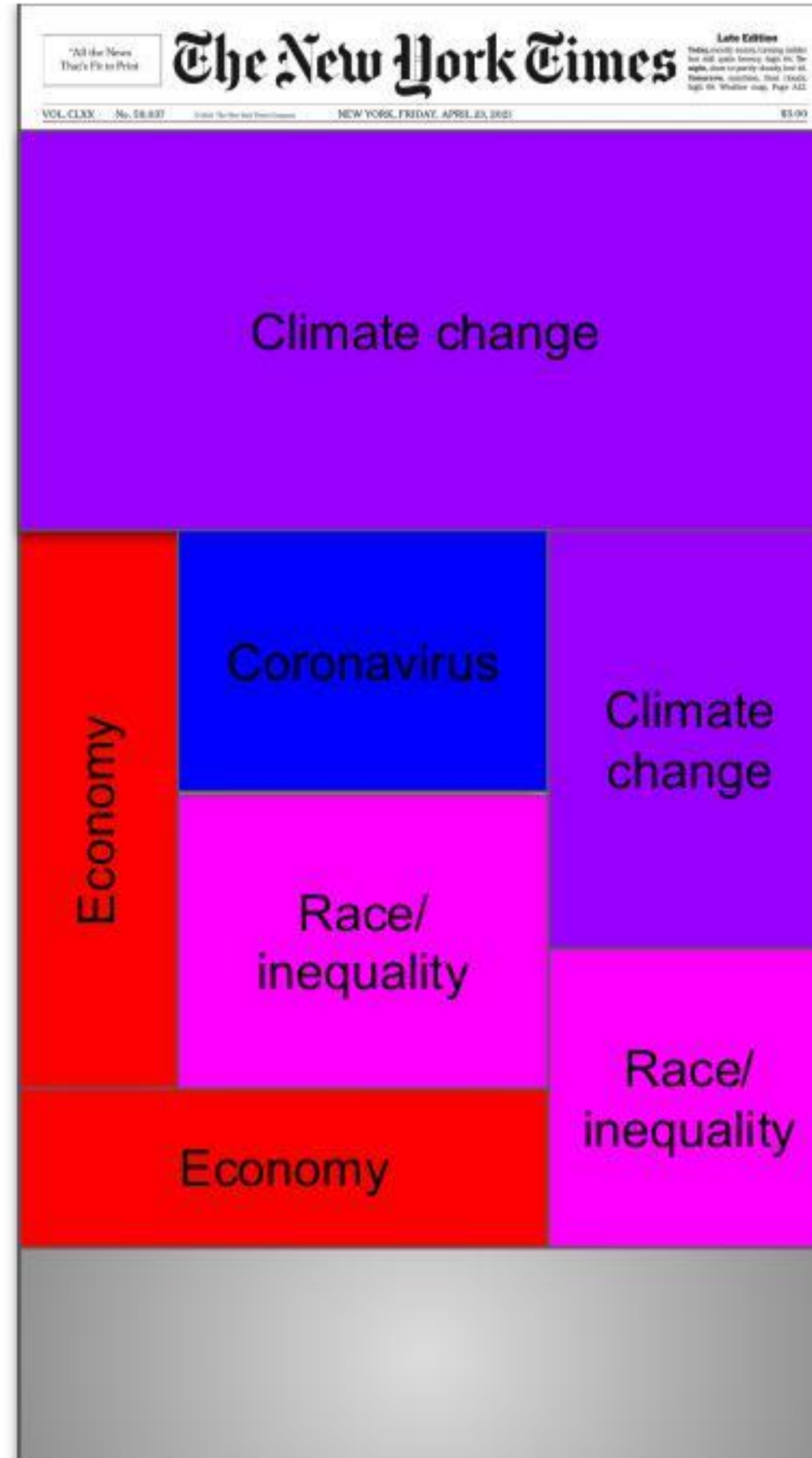
Struggle W's for the A's

Charles M. Blow

Issue

Amount of information

Position



The
coronavirus
outbreak

80
seconds



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

**Climate
Change**

**80
seconds**



CLIMATE SUMMIT

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
overnight in clashes with
ed 44 people
inians 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**



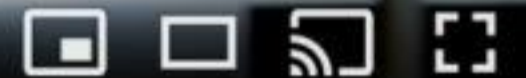
PANEL RECOMMENDATION

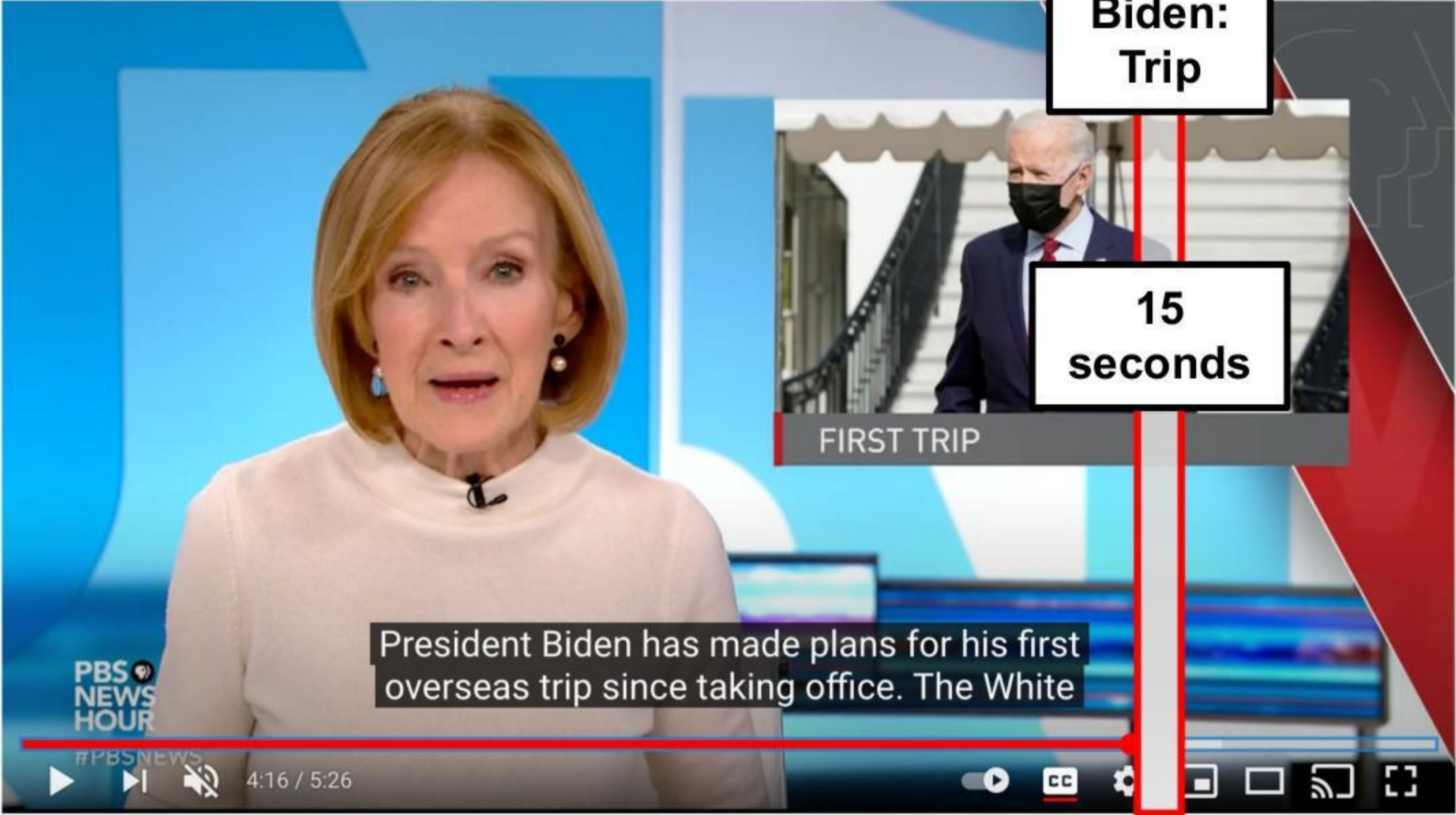
Back in this country, a Pentagon panel recommended that independent authorities take over d

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

pbs.org/newshour

4:27 / 5:26

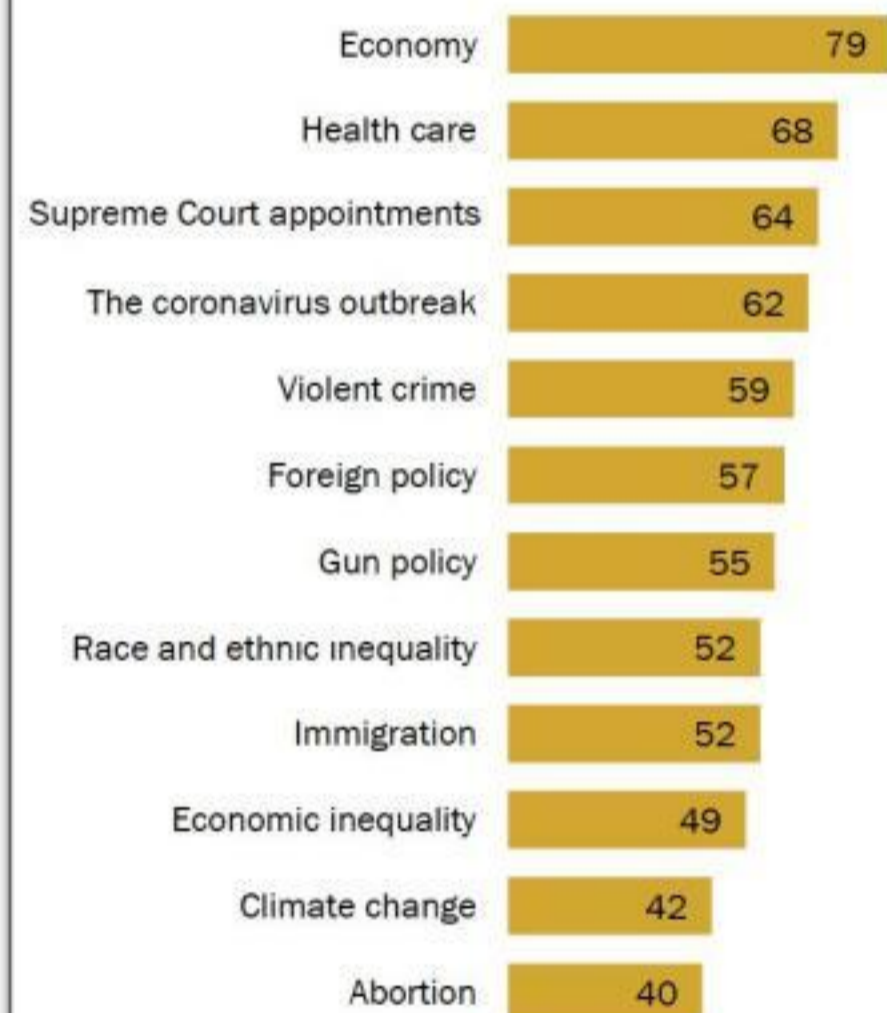
Full screen (f)

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




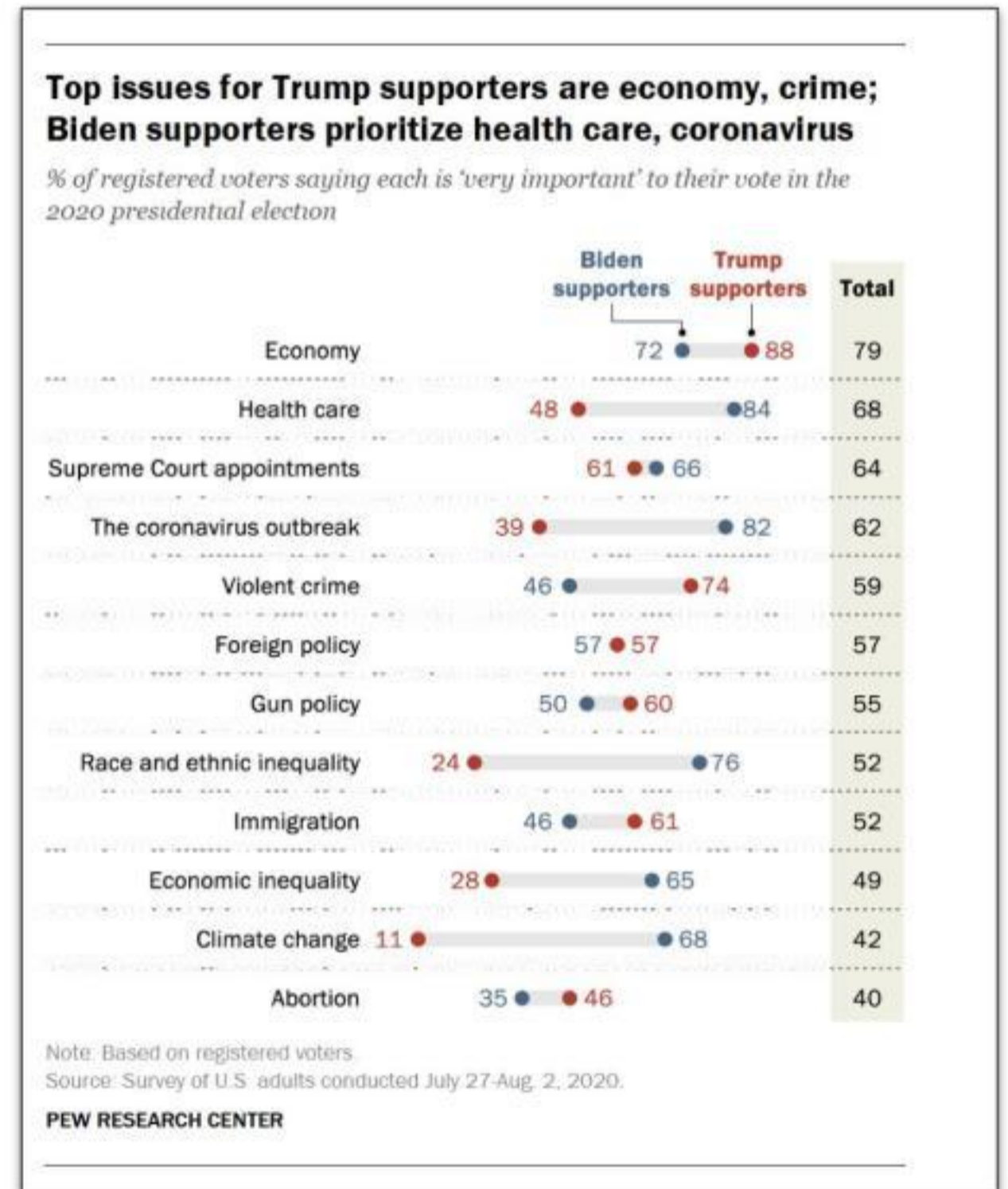
Note: Based on registered voters

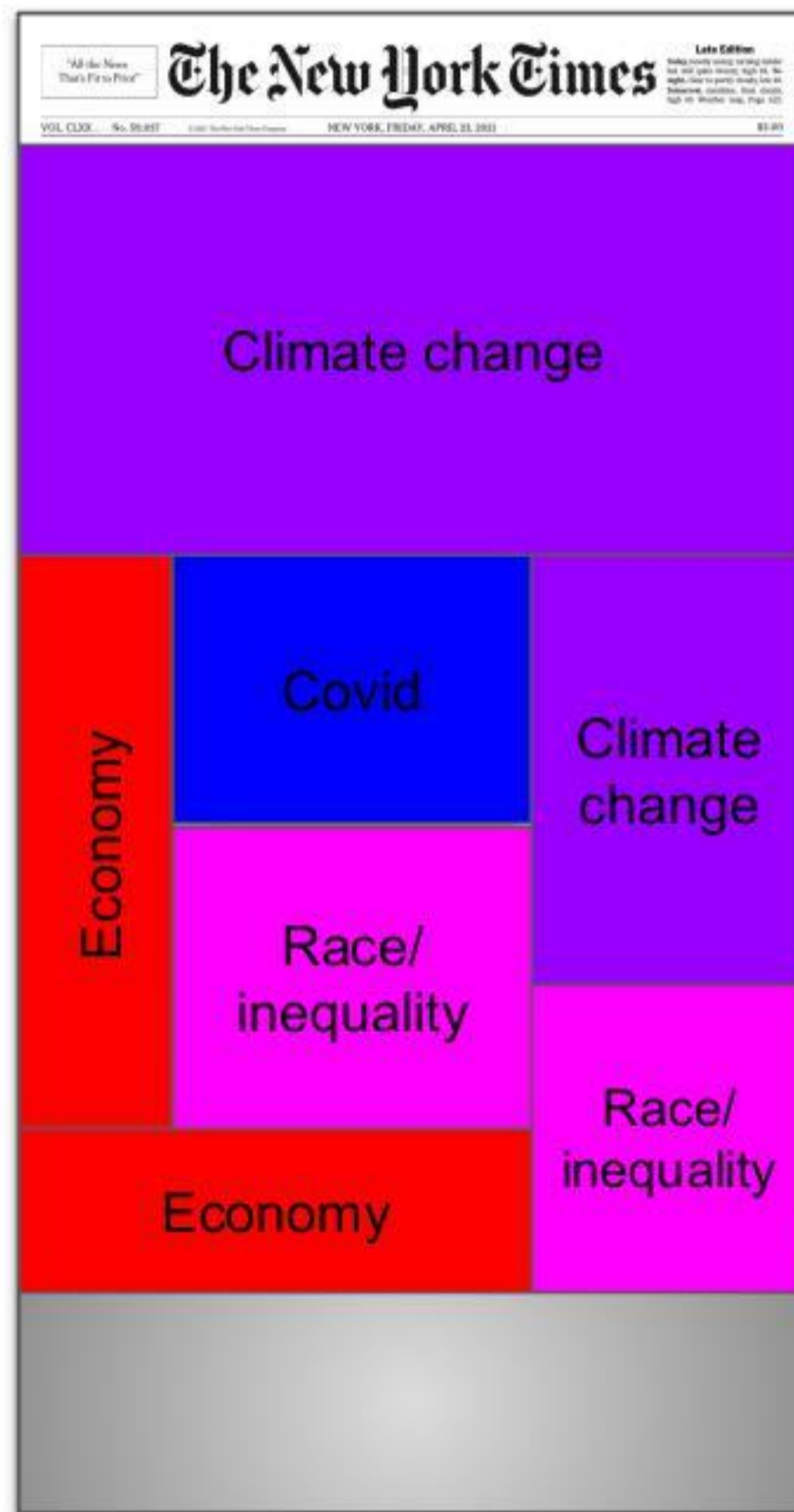
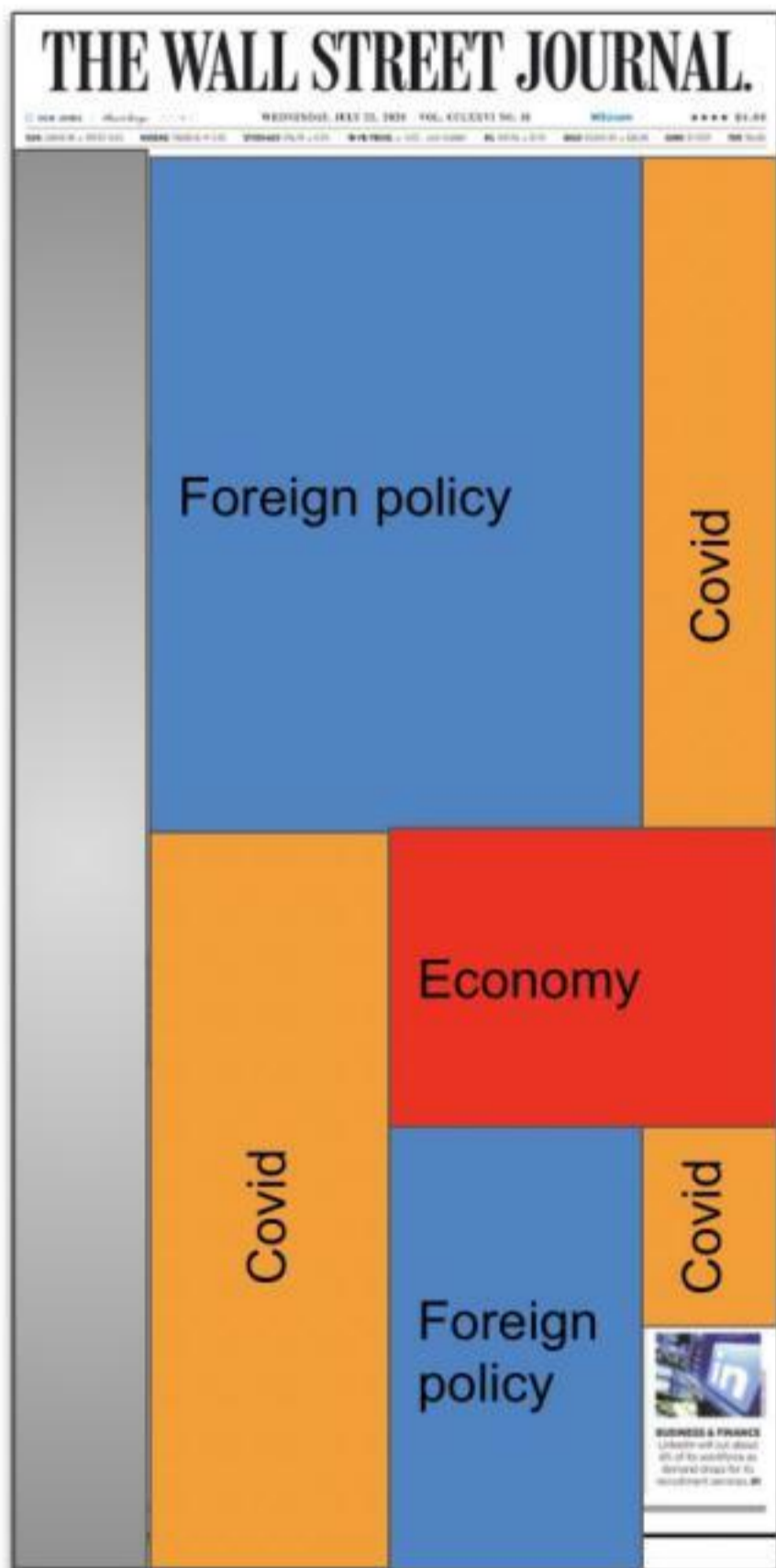
Source: Survey of U.S. adults conducted July 27-Aug. 2, 2020.

PEW RESEARCH CENTER

Agenda-Setting

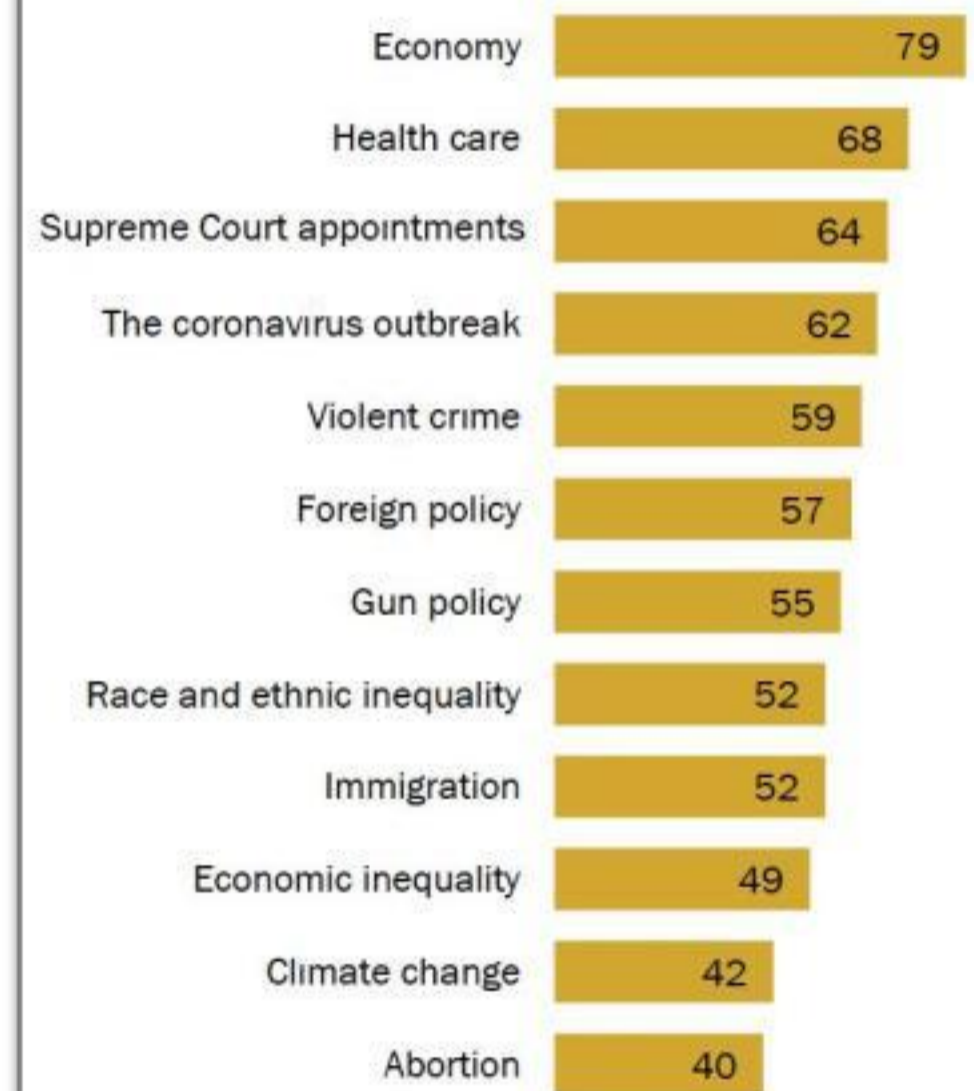
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Economy is top issue for voters in the 2020 election

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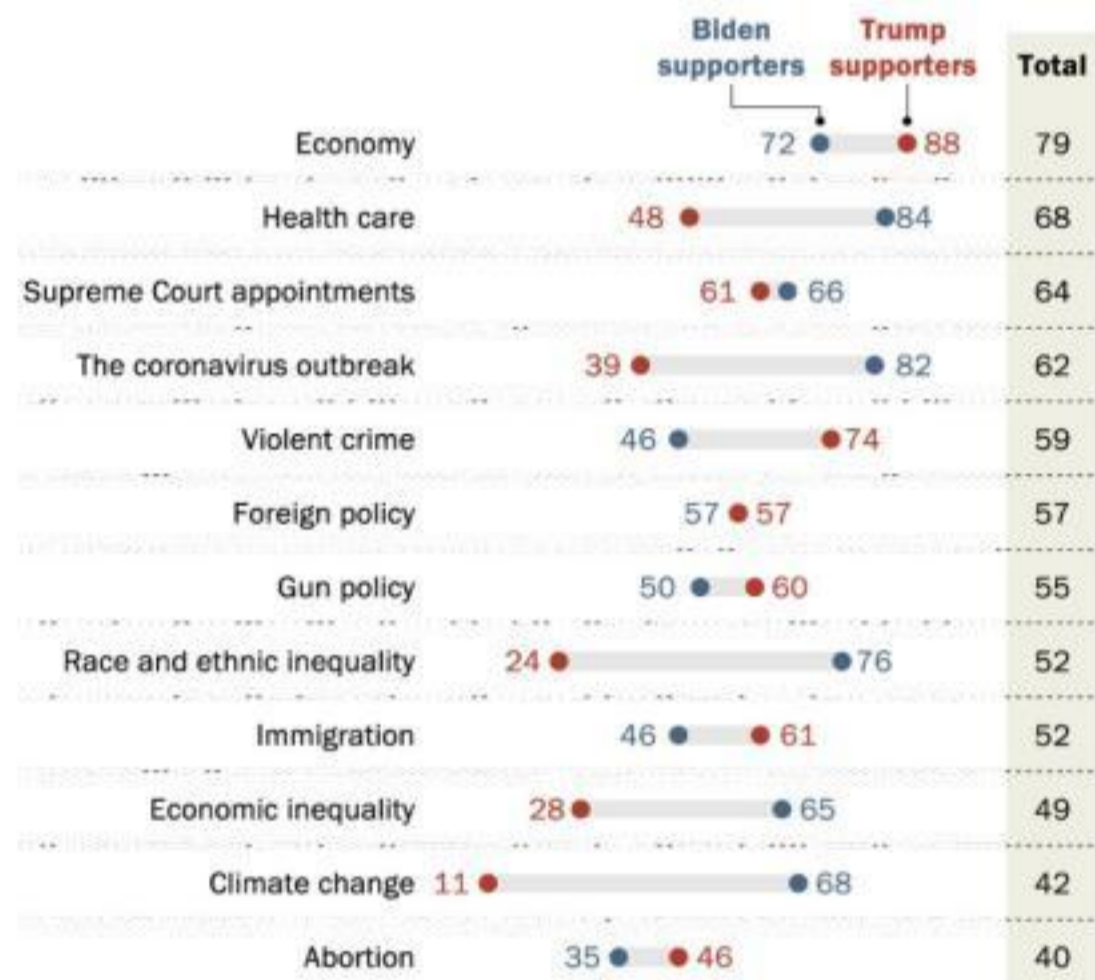
Note. Based on registered voters.

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

PEW RESEARCH CENTER

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

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



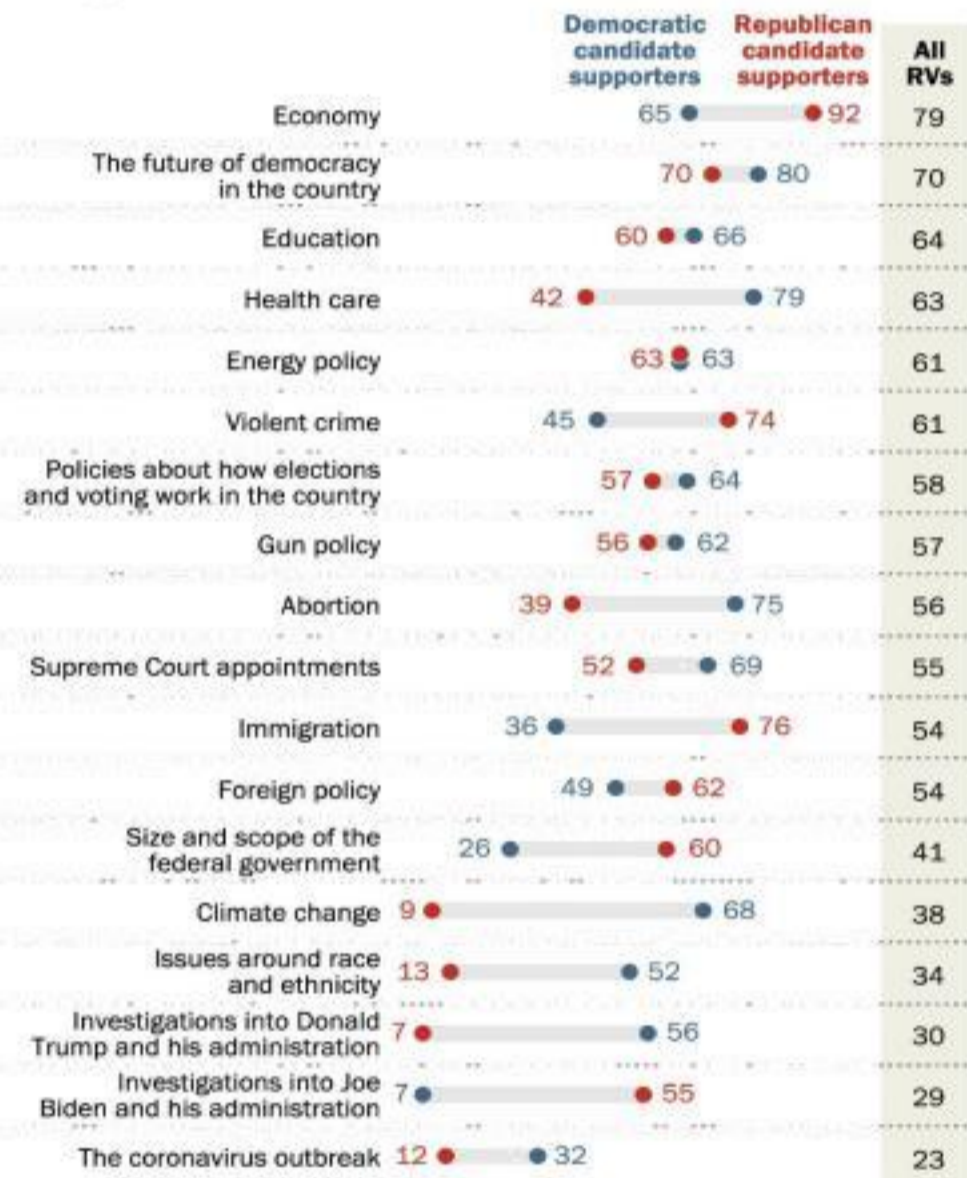
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PEW RESEARCH CENTER

(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.

PEW RESEARCH CENTER

(2022)

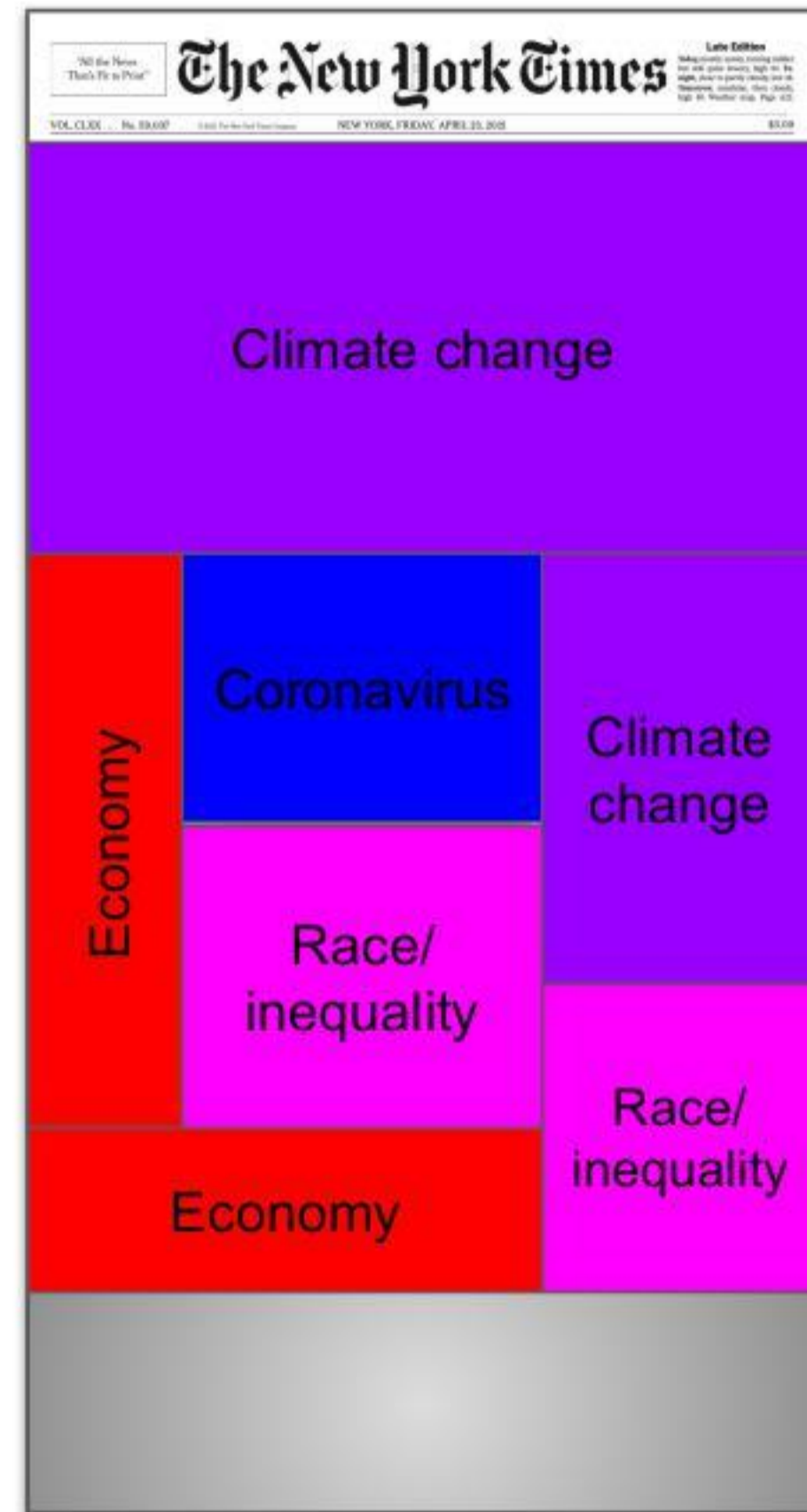


Newspaper Group Activity



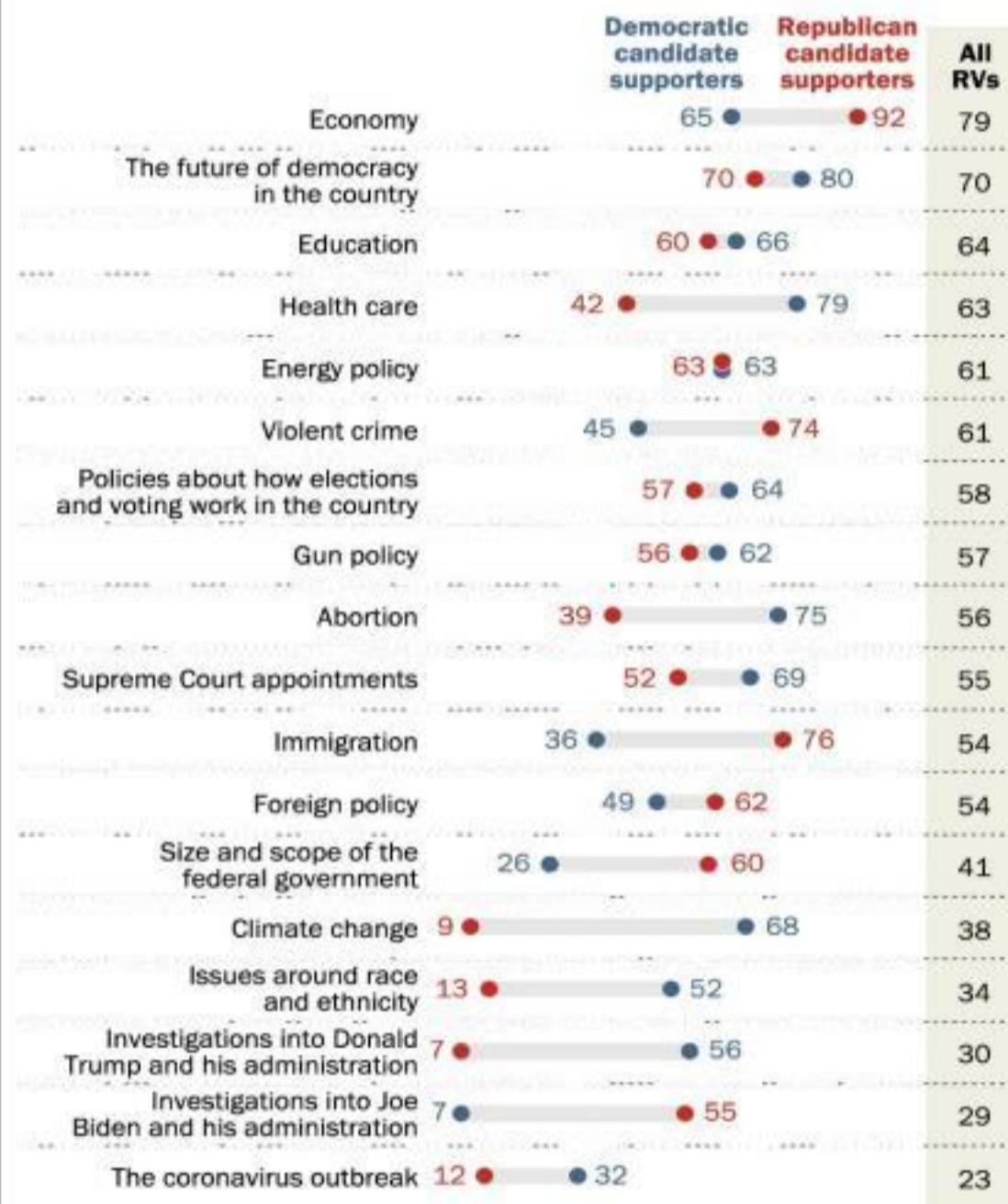
Newspaper group activity:

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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Future of Democracy	70%
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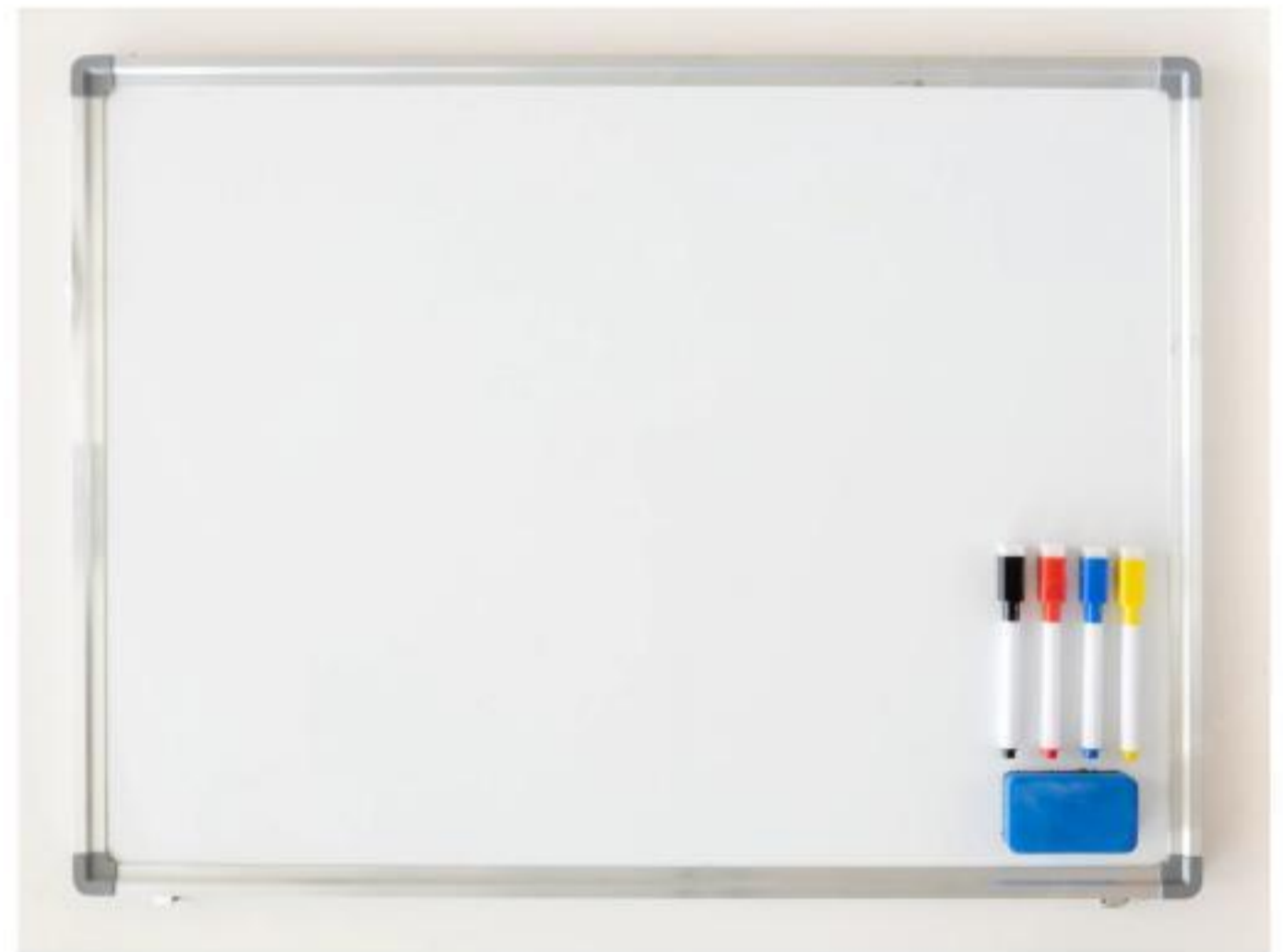
Top issues for voters leading up to 2022 midterms
Pew Research Center (Released Oct. 20, 2022)

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

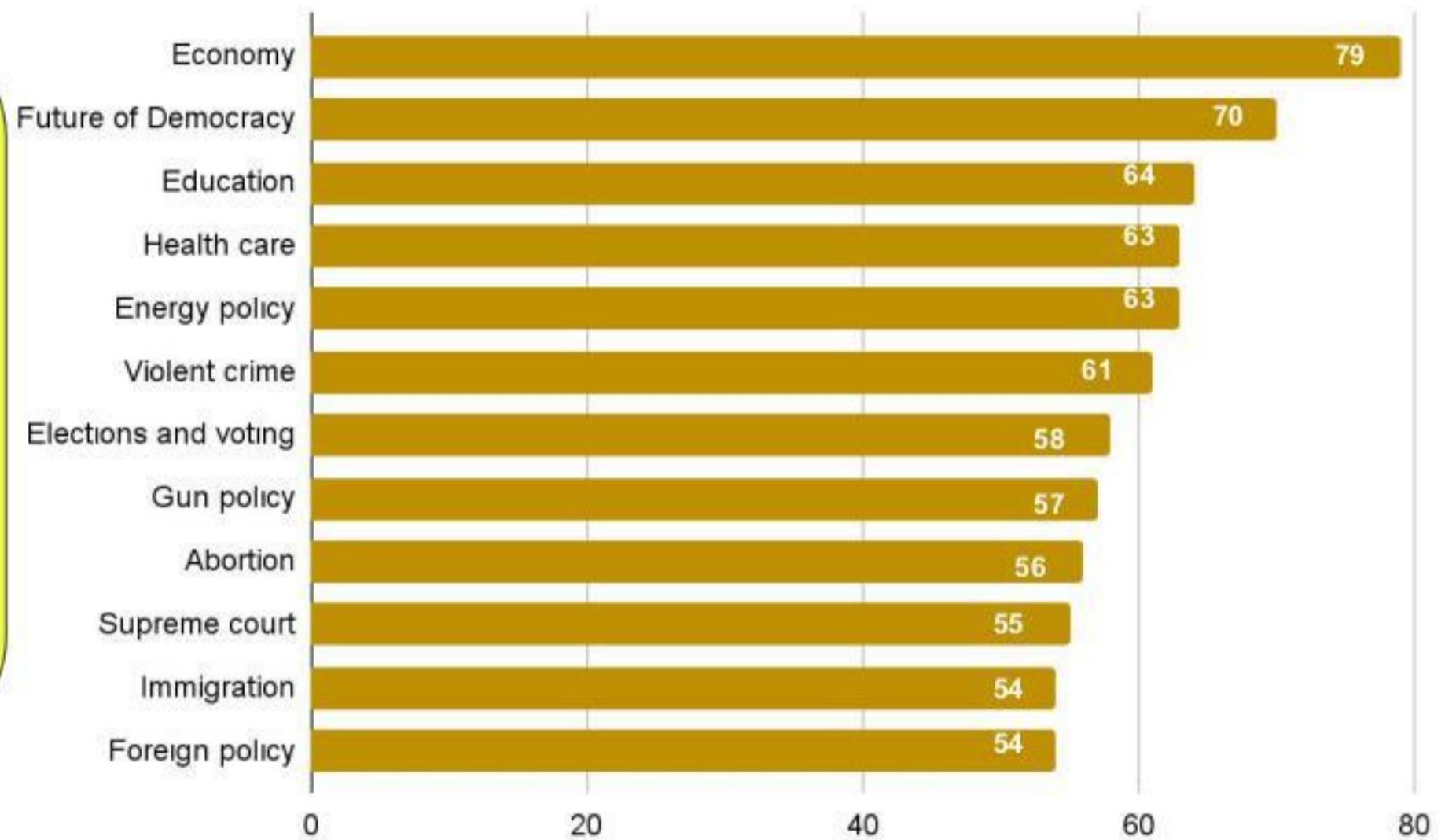
Newspaper group activity

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?

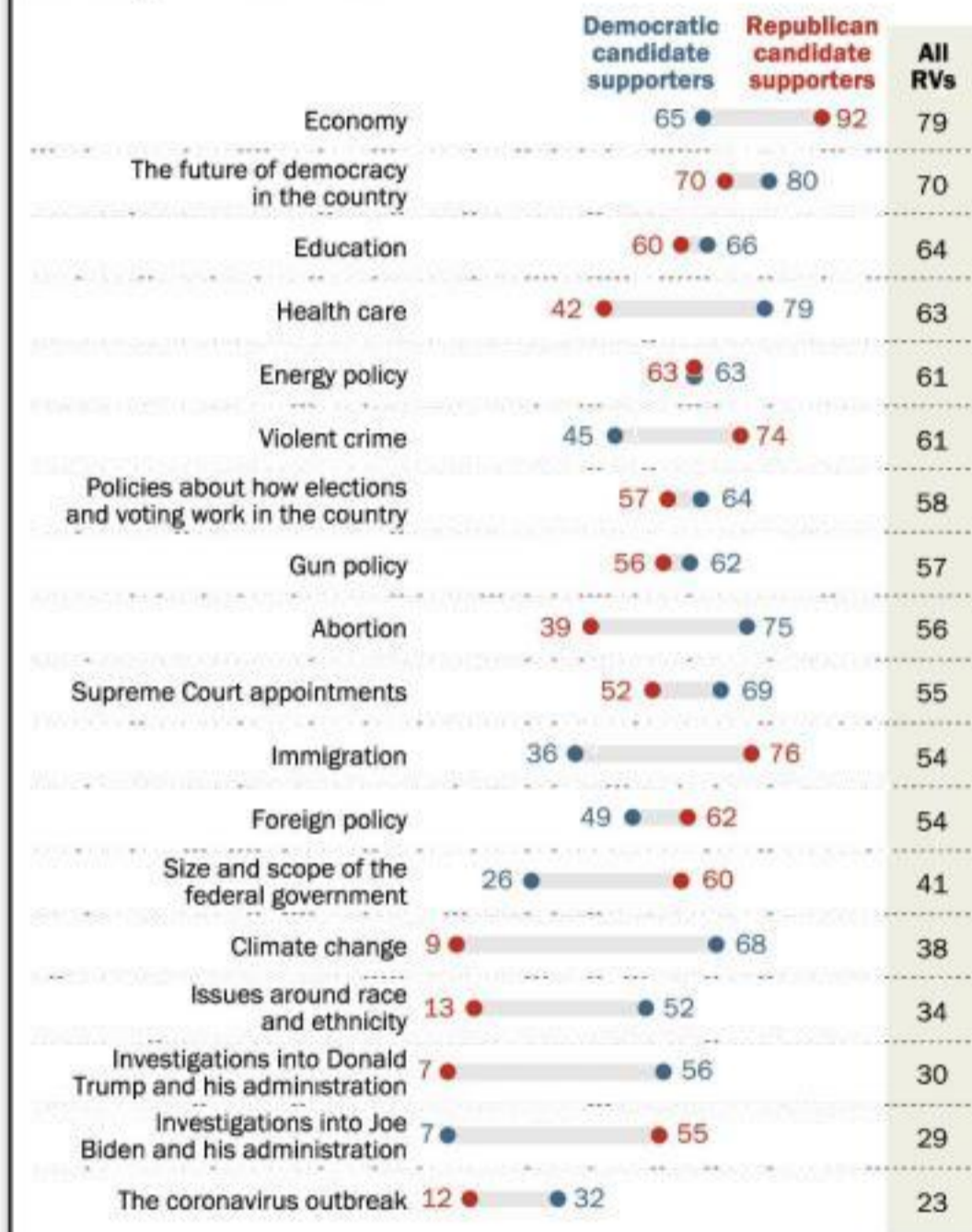


Newspaper group activity

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.

PEW RESEARCH CENTER

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

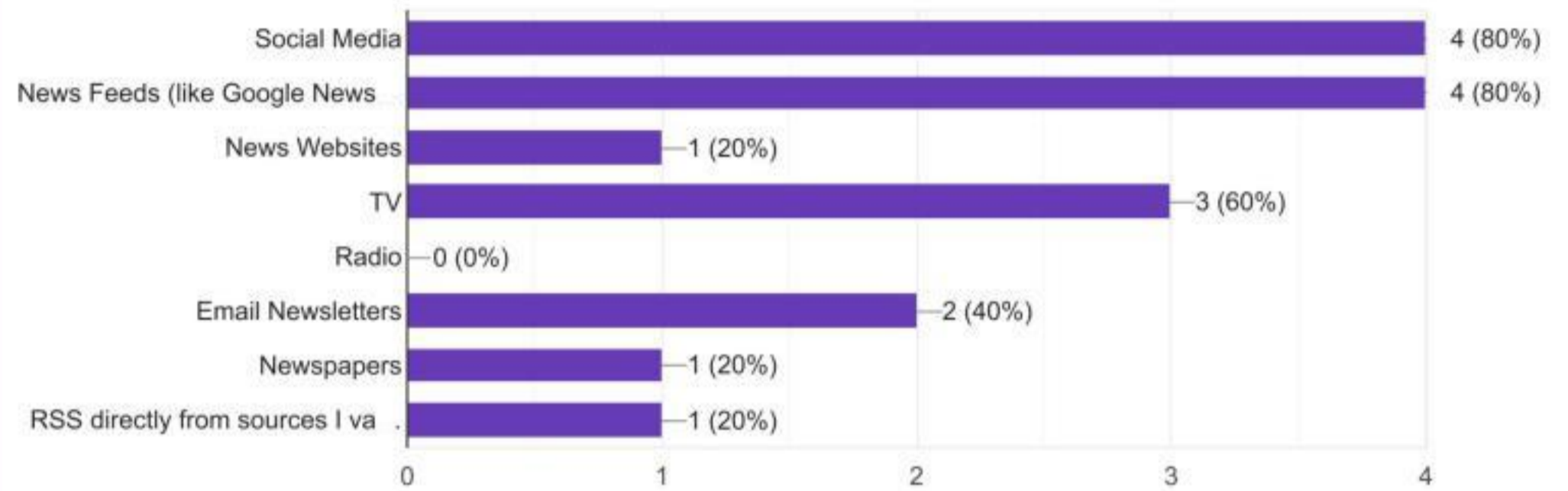
1. Abortion
2. Economy
3. Gun Policy
4. Education
5. Climate Change
6. Health Care

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.

