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Agenda-Setting (Communication Concepts)

James W. Dearing, Everett M. Rogers

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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.

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