



Agenda Setting

EXAMPLE

Summary Writing

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Student

Two types of lesson

Lesson#1: [Easy] ***** [B2/C1]

1. Predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points & support & complete the **outline**.
4. Write the summary – only one paragraph (200-250 words).
5. Check key points with the **completed outline & model answer**.
6. Answer critical thinking questions & check suggested answers.

Lesson #2: [Hard] ***** [C1]

1. Read the text – no dictionary.
2. Identify the key points and support.
3. Write the summary – only one paragraph (200-250 words).
4. Check key points with the **completed outline & model answer**.
5. Answer critical thinking questions & check suggested answers.

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]

1. Distribute text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day – distribute a **new copy of text** and **summary question**.
3. Set 1 hour to read the text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback¹: take in and mark [use correction code*].
5. Feedback²: distribute **completed outline & model answer**.
6. Summary marking: Should contain at least 4 main ideas with support – see summary key points.
7. Extra: Critical thinking questions / group discussion (30 minutes).

Lesson #2: [hard] ***** [C1]

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback¹: take in and mark [use correction code*].
4. Feedback²: distribute **completed outline & model answer**.
5. Summary Marking: Should contain at least 4 main ideas with support – see summary key points.
6. Extra: Answer critical thinking questions / group discussion (30 minutes).

Correction code*: www.academic-englishuk/error-correction

Media Agenda Setting

by A. Smith (2020)

Agenda Setting Theory relates to the media's apparent ability to manipulate public opinion. Freeland (2012) [redacted], or collective thinking, by giving attention to issues it wants to be in the public eye, making suggestions [redacted] public's views on the topic. With its great influence on the audience, the media instils what it wants [redacted] to have their own opinion, thereby creating a grading of news prevalence (Utwente.nl, 2020). Through [redacted], alter and [redacted] on important issues.

The fundamental aim of agenda setting theory is to create [redacted] issues occurring in the nation (Freeman & Berger, 2011). The theory states that the more frequently and [redacted] media, the more likely it is to have greater impact on the audience. Freeland (2012) highlights that [redacted] types (as suggested by Dearing and Rogers): media, policy and public agenda setting. Media agenda setting [redacted] the public. Public agenda setting emphasises the agenda of the public. Policy agenda setting explains [redacted] on the [redacted] here are significant. The first assumption is the media and the press do not suggest reality; rather, they [redacted] the second assumption is that more coverage or focus on a specific issue by the media often results in the [redacted] are far more significant in comparison to other issues. The media affects the way the public receive [redacted] [redacted] guides people on what to think about a specific issue but also how to think about it (Nowak-Teter, 2018).

As the media uses agenda setting to control news and information accessed by people, a concept entitled 'gatekeeping' plays a [redacted] (Pingree et al., 2013). Welbers et al., (2018) explain that gatekeeping can be defined as the information control process and the [redacted] by the media. If a news story, or piece of information does not suit the media's agenda, they limit [redacted] is a vital [redacted] setting the agenda.

There is one main assumption on which agenda setting theory rests: more coverage of a certain issue by the media leads [redacted] on that issue (Gauntlett, 2006). However, the surge in social media platforms and internet [redacted] information [redacted] is still prevalent, but hard to measure. This is because the link between the changes in the opinion of the public and the influence of [redacted] criticism that agenda setting theory often [redacted] strong opinion on a certain issue. Also, [redacted] agenda can be misunderstood by the people as they might not view the details and miss some key points (Nowak-Teter, 2018). As a result, [redacted] and impact media agenda setting [redacted] years.

However, the impact of agenda setting can be [REDACTED]. For example, co [REDACTED] the European Union: dubbed Brexit. The UK public registered their vote in a referendum on 23rd June 2016 to decide whether the country would remain part of the EU (Ft, 2016). The [REDACTED] contested vote. Three key issues were highlighted during the BREXIT campaign: sovereignty, economy and [REDACTED] during the last two months before Brexit, different polls had been carried out and fluctuations regarding [REDACTED] most important issue could be observed. This fluctuation was created by media agenda setting. Media exposure [REDACTED] of the public through its coverage of BREXIT. Shifting the focus away from key issues, such as the [REDACTED] [REDACTED] a significant role in influencing public opinion. The national media needs to ensure that the agenda created [REDACTED] the [REDACTED] come within that agenda.

References

Freeland, A., 2012. An Overview of Agenda Setting Theory in Mass Communications, Texas: University of Northern Texas.

Freeman, M., & Berger, L., 2011. [REDACTED] to the online community. *Meta-Communicate*. 1 (1).

Ft.com, 2016. Five consequences of the UK's exit from the EU. [Online] Available at: <https://www.ft.com/content/b1a2d66e-3715-11e6-9a05-82a9b15a8ee7> [Accessed 05 April 2020].

Gauntlett, D., 2006. [REDACTED] 'effects' model, London: Theroy. org. uk.

[REDACTED]. New directions in agenda-setting theory and research. *Mass communication and society*, 17(6), pp. 781-802, doi: 10.1080/15205436.2014.964871.

Nowak-Teter, E., 2018. Agenda-setting theory and the new media, Lublin: Maria Curie-Sklodowska University in Lublin.

Pingree, R., Quenette, A., Tchernev, J. & Dickinson, T., 2013. Effects of media criticism on [REDACTED]. *Journal of Communication*, 63(2), pp. 351-372, doi: 10.1111/jcom.12016.

Sogelola, D., 2018. Brexit, agenda setting and framing of immigration in the media: The case of the daily mail. Ise undergraduate political [REDACTED].btysqags6o6g.

[REDACTED] theories, twente: University of Twente.

Welbers, K., Van Atteveldt, W., Kleinnijenhuis, J. & Ruigrok, N., 2018. A gatekeeper among gatekeepers: News agency influence in print and online newspapers in the Netherlands. *Journalism Studies*, 19(3), pp. 315-333, doi: 10.1080/1461670X.2016.1190663.

Outline: summary note-taking

take notes on the key points of the article.

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

Summary Key Points ANSWERS

A good summary should have at least 4 main ideas and 1-2 points of support for each main idea.

<p>1. Main idea: Definition of agenda setting theory.</p>
<p>Support:</p> <ul style="list-style-type: none"> • Agenda [redacted] opinion. • Guides public agenda = attention to issues it chooses (Freeland, 2012). • Makes [redacted] (ibid). • Instils what it wants viewers to think (Utwente.nl, 2020). • [redacted] = [redacted] issues.
<p>2. Main idea: The aim of agenda setting theory.</p>
<p>Support:</p> <ul style="list-style-type: none"> • Create [redacted] (Freeman, 2020). • More frequently & prominently issue is in media = more likely [redacted] on the audience. • [redacted] = way public receives info (Nowak-Teter, 2018) • Media = [redacted] about it (ibid).
<p>3. Main idea: The role of gatekeeping.</p>
<p>Support:</p> <ul style="list-style-type: none"> • Gatekeeping = significant in delivering news to public (Pingree et al., 2013). • [redacted] process & control over selection of content presented by media (Welbers et al., 2018). • [redacted] visibility to public. • Gatekeeping = vital tool for media = [redacted]
<p>4. Main idea: Agenda setting theory criticisms.</p>
<p>Support:</p> <ul style="list-style-type: none"> • Assumption: more coverage = [redacted] (Gauntlett, 2006). • <u>But</u> social media & [redacted] = harder for media to set agenda. • Criticism: it does not work on audience with strong opinions on certain issues. • Criticism: [redacted] = [redacted] & impact media agenda setting has.
<p>5. Main idea: Influencing public opinion – practical example.</p>
<p>Support:</p> <ul style="list-style-type: none"> • BREXIT = [redacted] and immigration. • Diff. polls = fluctuations regarding which issue was the most important (Sogelola, 2018). • [redacted] • Media = focused on immigration NOT imp. Issues [redacted].

Summary

Task: Write a 200-250 word summary on the key elements of the text.

Word Count: _____

Agenda Setting - Model Summary

Task: Write a 200 - 250-word summary on the key features of the text

Agenda setting theory is the way the media influences public opinion by selecting and placing greater importance [REDACTED] (Freeland, 2012). The aim is to ensure that the public are provided with [REDACTED], and suggests that the issues reported more frequently with greater prominence are more inclined to have a greater effect. [REDACTED]” (Nowak-Teter, 2018), and this illustrates that the media is not only accountable for [REDACTED], responsible [REDACTED] (ibid). One key component in news distribution is gatekeeping (Pingree et al., 2013). Defined [REDACTED] et al., 2018), gatekeepers [REDACTED] the media’s agenda, so therefore are an important factor in agenda setting. There have been a number of criticisms with this theory. Firstly, as the public [REDACTED], it is becoming more [REDACTED] misunderstand the information reported (Nowak-Teter, 2018). Although the writer questions whether [REDACTED] does exemplify where the impact was felt: the Brexit campaign. Out of all the key [REDACTED], the Media’s agenda was to focus on the latter knowing that this was an area of great concern for the public.

250 words

Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

[2 points]

ii) Is this a credible article? Yes / no and why?

[2 points]

iii) Highlight four ideas in the text you would use for an essay on 'To what extent is the media responsible for what news and information is viewed by the public?'

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

The author believes that media agenda setting influences public opinion & doesn't believe that it is right. This is stated in the conclusion:

All answers included in paid version...

[2 points]

ii) Is this a credible article? Yes /no – why?

Yes, good source choice with eight nine sources used.

All answers included in paid version...

[2 points]

iii) Highlight four ideas in the text you would use for an essay on 'To what extent is the media responsible for what news and information is viewed by the public?'

P1: Agenda Setting Theory = relates to media's ability to manipulate public opinion.

P1: Media = guides public agenda by giving reporting issues it wants to be in the public eye (Freeland, 2012).

P1: Media = suggests topics = influences public's views on topic (ibid).

P1:....

All answers included in paid version...

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

P1: Are the public aware that they are being influenced? [Are some people influenced more than others? What factors make a person easily influenced?]

P2: If the media report a story many times over, is this considered brainwashing?

P2: The text discussed three types of agenda setting, are all three equally prominent?

P2: What studies have been done on the two assumptions? [No sources or evidence]

All answers included in paid version...

[2 points]