AE Academic English UK

<u>Media Agenda Setting</u>

Reading Test

Student

Time: *Approximately 1hour*

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. Answer the questions.
4. Check your answers (pass mark is 70%).

Lesson #2: [Hard] ****✶ [C1]
1. Read text – no dictionary.
2. Answer the questions.
3. Check your answers (pass mark is 70%).

Teacher

Two types of lesson

Lesson#1: [easy] ***✶✶ [B2/C1]
1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day – distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. Extra activity – students write the *summary (add 30 minutes to the test).

Lesson #2: [hard] ****✶ [C1]
1. Test day – distribute **text 2 (with reference words underlined)** & **questions.**
2. Set 1 hour to read text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. Extra activity – students write the *summary (add 30 minutes to the test).

*Summary writing: https://www.academic-englishuk.com/summary

Media Agenda Setting

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

The fundamental aim of agenda setting theory is to create ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ issues occurring in the nation (Freeman & Berger, 2011). The theory states that the more frequently and ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ media, the more likely it is to have greater impact on the audience. Freeland (2012) highlights that ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ types (as suggested by Dearing and Rogers): media, policy and public agenda setting. Media agenda setting ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ the public. Public agenda setting emphasises the agenda of the public. Policy agenda setting explains ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ on the ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ here are significant. The first assumption is the media and the press do not suggest reality; rather, they ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ the second assumption is that more coverage or focus on a specific issue by the media often results in the ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ are far more significant in comparison to other issues. The media affects the way the public receive ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ 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 ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ (Pingree et al., 2013). Welbers et al., (2018) explain that gatekeeping can be defined as the information ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ the ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ by the media. If a news story, or piece of information does not suit the media's agenda, they limit ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ is a vital ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ setting the agenda.

There is one main assumption on which agenda setting theory rests: more coverage of a certain issue by the media leads ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ on that issue (Gauntlett, 2006). However, the surge in social media platforms and internet ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ information ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ 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 ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ criticism that agenda setting theory often ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ strong opinion on a certain issue. Also, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ 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, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ and impact media agenda setting ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ years.

However, the impact of agenda setting can be ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓. For example, co▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ the European Union: dubbed Brexit. The

UK public registered their vote in a referendum on 23rd June 2016 to decide whether ▆▆▆▆▆▆▆ remain part of the EU (Ft, 2016). The ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ contested vote. Three key issues were highlighted during the BREXIT campaign: sovereignty, economy and ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ during the last two months before Brexit, different polls had been carried out and fluctuations regarding ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ most important issue could be observed. This fluctuation was created by media agenda setting. Media exposure ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ of the public through its coverage of BREXIT. Shifting the focus away from key issues, such as the ▆▆▆▆▆▆▆▆▆▆▆▆▆▆ ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ a significant role in influencing public opinion. The national media needs to ensure that the agenda created ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ the ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ 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. ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ 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. ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ 'effects' model, London: Theroy. org. uk.

▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆. 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 ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆. 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. lse undergraduate political ▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ .btysqags6o6g.

▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆ 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.

Comprehension Questions

1. Headings: *choose a subheading for each paragraph – one title is not needed.*

1	C (Example)	A	Gatekeeping
2		B	▭
3		C	~~Definition of agenda setting~~
4		D	Is media agenda setting still prevalent?
5		E	▭
		F	The purpose of agenda setting

___ / 4

2. What is the controversy?

___ / 1

3. True / False / Not Given – one question per paragraph.

		T / F / NG
Paragraph 1		
i.	Media ▭ the US media.	
Paragraph 2		
ii.	The media ▭ information is known as 'framing'.	
Paragraph 3		
iii.	'Gatekeeping' is controlling what information to show the public.	
Paragraph 4		
iv.	Social media ▭ receive the news.	
Paragraph 5		
v.	The author claims the media had ▭ was viewed.	

___ / 5

4.Open answer questions

Paragraph 1: **What does the author ▭ agenda setting?**

i)	

___ / 1

Paragraph 2: **What three categories does** �â–ˆ **into?**

i)	

___ / 1

Paragraph 3**: What does** �) **and the control over the selection of content that is presented by the media?**

i)	

___ / 1

Paragraph 4: **What** ▒ **uncertainty around the impact of media agenda setting?**

i)	
ii)	
iii)	
iv)	

___ / 4

Paragraph 5: **What example does** ▒ **of media agenda setting?**

i)	

___ / 1

5.Reference Words

Explain what these reference words connect to: (<u>underlined</u> in the text).

Paragraph	Word	Connection
1	*it*	*The media (Example)*
1	its	
2		
3	its	
4		
5	their	
5		

___ / 6

6. Author's stance.

Does the author think ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ public opinion?	
Yes	No [choose one]
Why?	

___ / 2

7.Vocabulary

Key language – *search for the word in the paragraph that means:*

Paragraph	Explanation	*Word*
1	The underlying intentions or motives of a particular person or group.	*Agenda (Example)*
1	Control or influence (a person or situation) cleverly or unscrupulously.	
1	After a ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ to show order.	
2	The most noticeable or important.	
2	A thing that ▨▨▨▨▨▨▨▨▨▨▨ certain to happen, without proof.	
3	Something has received a name.	
4	Places, ▨▨▨▨▨▨▨▨▨▨▨▨▨▨ provided for a particular purpose.	
4	Ascertain or establish exactly by research or calculation.	
4	The ▨▨▨▨▨▨▨▨▨▨▨▨ something.	
5	A general vote by the electorate on a single political question ▨▨▨▨▨▨▨▨▨ a direct decision.	
5	An irregular ▨▨▨▨▨▨▨▨ amount; a variation.	

___ / 10

Overall Total: _____ / 36

_____

Comprehension Questions ANSWERS

1. Headings: *choose a subheading for each paragraph – one title is not needed.*

1	*C (Example)*	A	Gatekeeping
2	F	B	░░░░░░░░░░░░░░░░░░░░░
3	A	C	~~Definition of agenda setting~~
4	D	D	Is media agenda setting still prevalent?
5	B	E	░░░░░░░░░░░░░░░░░░░░░
		F	The purpose of agenda setting

___ / 4

2. What is the controversy?

The media manipulate ……

ALL ANSWERS ARE INCLUDED IN PAID VERSION…