

1. Record Nr.	UNINA9910480814603321
Autore	Dearing James W
Titolo	Agenda-setting [[electronic resource] /] / James W. Dearing, Everett M. Rogers
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c1996
ISBN	1-5063-2030-9 1-322-41853-5 1-4522-4328-X 1-4522-4884-2
Descrizione fisica	1 online resource (151 p.)
Collana	Communication concepts ; ; 6
Altri autori (Persone)	RogersEverett M
Disciplina	302.230973 303.38
Soggetti	Mass media and public opinion - United States Mass media - Political aspects - United States Mass media - United States - Influence Mass media - Social aspects - United States Public opinion - United States Political planning - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 101-128) and indexes.
Nota di contenuto	Cover; Contents; Foreword; Preface; Chapter 1 - What is Agenda-Setting?; Chapter 2 - Media Agenda Studies; Chapter 3 - Public Agenda Studies: The Hierarchy Approach; Chapter 4 - Public Agenda Studies: Longitudinal Approaches; Chapter 5 - Policy Agenda Studies; Chapter 6 - Studying the Agenda-Setting Process; References; Suggested Readings; Author Index; Subject Index; About the Authors
Sommario/riassunto	Agenda-Setting asks who sets the agenda that brings social problems into the public arena, on to the policy agenda and finally, to a change of policy. It provides important practical and theoretical insight into the agenda-setting process.