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| 1. Record Nr.           | UNINA9910779994303321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Titolo                  | Agenda setting in a 2.0 world : new agendas in communication : a tribute to Maxwell McCombs / / edited by Thomas J. Johnson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Pubbl/distr/stampa      | New York : , : Routledge, , 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| ISBN                    | 0-415-83700-6<br>1-135-00778-0<br>0-203-73587-0<br>1-135-00779-9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Descrizione fisica      | 1 online resource (317 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Collana                 | New agendas in communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Altri autori (Persone)  | JohnsonThomas J<br>McCombsMaxwell E                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Disciplina              | 302.23/1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Soggetti                | Mass media - Political aspects<br>Digital media - Political aspects<br>Mass media and public opinion<br>Mass media - Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 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 at the end of each chapters and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Nota di contenuto       | Cover; Agenda Setting in a 2.0 World; Title Page; Copyright Page; Table of Contents; Contributors; Foreword; Introduction; 1 Media Agenda Setting in a Competitive and Hostile Environment: The Role of Sources in Setting Versus Supporting Topical Discussant Agendas in the Tea Party Patriots' Facebook Group; 2 Agenda Setting, Elections, and the Impact of Information Technology; 3 Value Resonance and the Origins of Issue Salience; 4 Contingent Factors of Agenda-Setting Effects: How Need for Orientation, Issue Obtrusiveness, and Message Tone Influence Issue Salience and Attitude Strength<br>5 Setting the Political Culture Agenda: The Impact of Media Use on Political Trust and Participation in Kosovo6 Toward the Third Level of Agenda-Setting Theory: A Network Agenda-Setting Model; 7 It's Not Just a Laughing Matter: How Entertainment News Programs Influence the Transfer of the Media's Agenda to the Public's Agenda Similarly to Traditional Hard News; 8 From What the Public Thinks About to What |

the Public Does: Agenda-Setting Effects as a Mediator of Media Use and Civic Engagement

9 The Public Agenda Along the Life Span: Testing the Life-Cycle Effect of Age on the Agenda-Setting Process10 Online Agenda Setting: A New Frontier for Theory Development; 11 Consensus-Building Function of Agenda Setting in Times of Crisis: Substantive and Affective Dimensions; 12 Agenda Setting in the Corporate Sphere: Synthesizing Findings and Identifying New Opportunities in this Growing Domain; Index

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Sommario/riassunto

<P>This volume explores agenda-setting theory in light of changes in the media environment in the 21st century. In the decades since the original Chapel Hill study that launched agenda-setting research, the theory has attracted the interest of scholars worldwide.

</P><P><I>Agenda Setting in a 2.0 World </I>features the work of a new generation of scholars. The research provided by these young scholars reflects two broad contemporary trends in agenda-setting: A centrifugal trend of research in the expanding media landscape and in domains beyond the original focus on public affairs, and a centrip

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