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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

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
