

1. Record Nr.	UNINA9910961319303321
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 1-135-00778-0 0-203-73587-0 1-135-00779-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (317 p.)
Collana	New agendas in communication
Altri autori (Persone)	JohnsonThomas J McCombsMaxwell E
Disciplina	302.23/1
Soggetti	Mass media - Political aspects Digital media - Political aspects Mass media and public opinion 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 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 Process; 10 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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