

Second lecture

Prioritization theory

Lecture objectives:

- Introducing the student to the most important preliminary concepts related as well as the most important developments known to it ,to the theory.
- background of the theory and Enabling the student to know the cognitive the theoretical heritage.
- Using theory in various research and studies.

General concepts:

- A concept for diagnosing the opinions conveyed by the media :Agenda, link and establishing a ,comparing them with the opinions of the public between them.
- is an indication of the role played by the ,or directing it :Drawing attention media by setting the agenda for the audience.
- The recipient absorbs the information contained in :Absorbed knowledge the media agenda.
- **o the theoryCognitive backgrounds t:**
- studies go (priority setting)The theoretical origins of “agenda setting” aidem eht fo elor ehT” :about 1922back to what Walter wrote Lippman in in creating a connection between events that occur in the outside world e in our minds about these events” inand the images that arishis book “Public Opinion gnidliub ni spleh aidem ehT” taht detats eh hcihw ni “ , and in many cases these means present ,sessam eht htiW “.mental images works to and the media ,in the minds of the masses -false environments - This theory .form public opinion by presenting issues that concern society s1950s and 1940 was completely ignored in the.
- s view was revived by'Lippmann ,(1963)s 1960In the Cohen who , masses how do not always succeed in telling the"claimed that the media but they always succeed in telling them what they ,(attitudes)to think ".should think (the information) ,1966)Lang and Lang ."lang et lang) supported this view through a report in which they noted that “ it is the on towards specific issuesmedia that directs attenti. “

(circumstances of upbringing)A historical reading of the theory :

- This theory came as a result of the study he conducted McCombs and presidential campaign and how people 1968Shaw look at the news of the the issues raised importance of saw the.
- The success of the first study in determining this relationship led ,presidential elections 1972researchers to conduct larger research on the and this research generally confirmed what was discovered in the first research.

problems:

- Understanding the impact of truth in the media on people's :axis behavior.
- How to use the media in political science and public opinion :axis formation.
- The media's contribution to arranging the public's :The third axis priorities.

theory Assumptions of the:

- There is a close relationship between the way the media presents topics .and the order of importance of these topics as perceived by the public
- There is a large correspondence between the amount of attention given to and the level of importance that people a particular topic in the media attach to this topic.

Studies in theory:

- Study by McCombs and Shaw in Chappelle Hill conducted during the elections 1968.
- A study conducted by Fankhauser to reveal the relationship between news perceptions coverage and audience.
- concluded that the period 1971A study by Gerald Stone and McCombs available ranges from one month to six months for influence to move from the media agenda to the public agenda.

Pioneers of theory:

- 3Born December : McCombs .Maxwell E 1938 he world Journalism American Known for his work in Political

communication. and the Centenary of President John F. Kennedy In
communications.

- and ,1930 ,11born February ,He is an American writer :Donald Shaw
2017 ,30died January .

Theory developments:

- studies that test the imposition of the agenda ,years During the past twenty
have increased in an attempt to reveal the variables that affect the
construction of the agenda for both parties or the building of the
relationship in as well as revealing the causal relationship between them
this construction and the difference in the ability of the means to build the
in addition to setting Demographic ,public's agenda and the type of issues
variables are included in these studies to detect limits of agreement or
disagreement.

research forms Agenda:

- s original study Hill tested the basic hypothesis'Chapple.
- Studies of the comparative roles of newspapers and television and
psychological terms such as the need to adapt.
- Revealing photos of candidates and their political interests as an
Alternative to the agenda.
- research on the news agenda moved from an independent ,s1980By the
Who sets the :and replaced the question ,variable to a dependent variable
Who sets the news agenda :public's agenda with the question?

Criticisms of the theory:

- and ,The impact of media agendas on citizens is sometimes adverse
because it is not practiced on everyone and at every ,relative in general
journalists read the presidential elections that took ,In France .moment
abatement in government in light of the system of coh 1988place in
while unemployment remained the concern ,between the left and the right
The concern .of citizens.
- Does it work ?How it works ?Who sets the agenda :Raising questions
alone or are there mediating factors?

nevaluation-Questions for self:

- What is the relationship between media gatekeeper theory and prioritization theory?
- How do you explain election campaigns via social media from this perspective?
- Justify your answer? Can this perspective be applied in the Algerian context study answer with a field?