

AE Academic English UK Students

Academic Reading Tests

Mass Communication Booklet



EXAMPLE

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Mass Communication: Agenda Setting **EXAMPLE**

Task 1: Introduction

Take some notes on the following questions.

1. What do you know about mass communication and agenda setting?
2. How would you define 'agenda setting'?
3. What are some of the factors associated with agenda setting?
4. How does agenda setting affect our lives?

Task 2: Reading text

Read the text and check any unknown vocabulary

Media Agenda Setting **EXAMPLE**

by A. Smith (2020)

Agenda Setting Theory relates to the media's apparent ability to manipulate public opinion. Freeland (2012) [redacted], or collective thinking, by giving attention to issues it wants to be in the public eye, making suggestions [redacted] public's views on the topic. With its great influence on the audience, the media instils what it wants [redacted] to have their own opinion, thereby creating a grading of news prevalence (Utwente.nl, 2020). Through [redacted], alter and [redacted] on important issues.

The fundamental aim of agenda setting theory is to create [redacted] issues occurring in the nation (Freeman & Berger, 2011). The theory states that the more frequently and [redacted] media, the more likely it is to have greater impact on the audience. Freeland (2012) highlights that [redacted] types (as suggested by Dearing and Rogers): media, policy and public agenda setting. Media agenda setting [redacted] the public. Public agenda setting emphasises the agenda of the public. Policy agenda setting explains [redacted] on the [redacted] here are significant. The first assumption is the media and the press do not suggest reality; rather, they [redacted] the second assumption is that more coverage or focus on a specific issue by the media often results in the [redacted] are far more significant in comparison to other issues. The media affects the way the public receive [redacted] [redacted] guides people on what to think about a specific issue but also how to think about it (Nowak-Teter, 2018).

As the media uses agenda setting to control news and information accessed by people, a concept entitled 'gatekeeping' plays a [redacted] (Pingree et al., 2013). Welbers et al., (2018) explain that gatekeeping can be defined as the information [redacted] the [redacted] by the media. If a news story, or piece of information does not suit the media's agenda, they limit [redacted] is a vital [redacted] setting the agenda.

There is one main assumption on which agenda setting theory rests: more coverage of a certain issue by the media leads [redacted] on that issue (Gauntlett, 2006). However, the surge in social media platforms and internet information [redacted] is still prevalent, but hard to measure.

This is because the link between the changes in the opinion of the public and the influence of [redacted] criticism that agenda setting theory often [redacted] strong opinion on a certain issue. Also, [redacted] agenda can be misunderstood by the people as they might not view the details and miss some key points (Nowak-Teter, 2018). As a result, [redacted] and impact media agenda setting [redacted] years.

However, the impact of agenda setting can be [redacted]. For example, co [redacted] the European Union: dubbed Brexit. The UK public registered their vote in a referendum on 23rd June 2016 to decide whether [redacted] remain part of the EU (Ft, 2016). The [redacted] contested vote. Three key issues were highlighted during the BREXIT campaign: sovereignty, economy and [redacted] during the last two months before Brexit, different polls had been carried out and fluctuations regarding [redacted] most important issue could be observed. This fluctuation was created by media agenda setting. Media exposure [redacted] of the public through its coverage of BREXIT. Shifting the focus away from key issues, such as the [redacted] a significant role in influencing public opinion. The national media needs to ensure that the agenda created [redacted] the [redacted] come within that agenda.

References

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- Pingree, R., Quenette, A., Tchernev, J. & Dickinson, T., 2013. Effects of media criticism on [redacted]. *Journal of Communication*, 63(2), pp. 351-372, doi: 10.1111/jcom.12016.
- Sogelola, D., 2018. Brexit, agenda setting and framing of immigration in the media: The case of the daily mail. Ise undergraduate political [redacted].btysqags6o6g.
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- Welbers, K., Van Atteveldt, W., Kleinnijenhuis, J. & Ruigrok, N., 2018. A gatekeeper among gatekeepers: News agency influence in print and online newspapers in the Netherlands. *Journalism Studies*, 19(3), pp. 315-333, doi: 10.1080/1461670X.2016.1190663.

Task 3: Comprehension Questions

Now see if you can answer these comprehension questions.

Comprehension Questions EXAMPLE

1. Headings: choose a subheading for each paragraph – one title is not needed.

1	C (Example)	A	Gatekeeping
2		B	
3		C	Definition of agenda setting
4		D	Is media agenda setting still prevalent?
5		E	
		F	The purpose of agenda setting

___ / 4

2. What is the controversy?

--

___ / 1

3. True / False / Not Given – one question per paragraph.

		T / F / NG
Paragraph 1		
i.	Media _____ the US media.	
Paragraph 2		
ii.	The media _____ information is known as 'framing'.	
Paragraph 3		
iii.	'Gatekeeping' is controlling what information to show the public.	
Paragraph 4		
iv.	Social media _____ receive the news.	
Paragraph 5		
v.	The author claims the media had _____ was viewed.	

___ / 5

4. Open answer questions

Paragraph 1: What does the author _____ agenda setting?

i)	
----	--

___ / 1

Paragraph 2: What three categories does [redacted] into?

i)	
----	--

___ / 1

Paragraph 3: What does [redacted] and the control over the selection of content that is presented by the media?

i)	
----	--

___ / 1

Paragraph 4: What [redacted] uncertainty around the impact of media agenda setting?

i)	
ii)	
iii)	
iv)	

___ / 4

Paragraph 5: What example does [redacted] of media agenda setting?

i)	
----	--

___ / 1

5. Reference Words

Explain what these reference words connect to: (underlined in the text).

Paragraph	Word	Connection
1	<i>it</i>	<i>The media (Example)</i>
1	its	
2	[redacted]	
3	its	
4	[redacted]	
5	their	
5	[redacted]	

___ / 6

6. Author's stance.

Does the author think [redacted] public opinion?	
Yes	No [choose one]
Why?	

___ / 2

7. Vocabulary

Key language – search for the word in the paragraph that means:

Paragraph	Explanation	Word
1	The underlying intentions or motives of a particular person or group.	<i>Agenda (Example)</i>
1	Control or influence (a person or situation) cleverly or unscrupulously.	
1	After a [redacted] to show order.	
2	The most noticeable or important.	
2	A thing that [redacted] certain to happen, without proof.	
3	Something has received a name.	
4	Places, [redacted] provided for a particular purpose.	
4	Ascertain or establish exactly by research or calculation.	
4	The [redacted] something.	
5	A general vote by the electorate on a single political question [redacted] a direct decision.	
5	An irregular [redacted] amount; a variation.	

___ / 10

Overall Total: ___ / 36

Task 4: Comprehension Questions

Check your answers to the comprehension questions.

Comprehension Questions ANSWERS

EXAMPLE

1. **Headings:** choose a subheading for each paragraph – one title is not needed.

1	<i>C (Example)</i>	A	Gatekeeping
2	<i>F</i>	B	██
3	<i>A</i>	C	Definition of agenda setting
4	<i>D</i>	D	Is media agenda setting still prevalent?
5	<i>B</i>	E	██
		F	The purpose of agenda setting

___ / 4

2. What is the controversy?

The media manipulate

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

Task 5: Summary Writing

Take notes on the key points of the text using this outline

Outline: Summary Notetaking

EXAMPLE

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

Task 6: Summary Writing

Using your notes write a 200-250-word summary of the text.

Summary

EXAMPLE

Word count: _____

Task 7: Note-taking Answers

Check your notes to these suggested answers

EXAMPLE

<p>1. Main idea: Definition of agenda setting theory.</p> <p>Support:</p> <ul style="list-style-type: none"> • Agenda [redacted] opinion. • Guides public agenda = attention to issues it chooses (Freeland, 2012). • Makes [redacted] (ibid). • Instils what it wants viewers to think (Utwente.nl, 2020). • [redacted] = [redacted] issues.
<p>2. Main idea: The aim of agenda setting theory.</p> <p>Support:</p> <ul style="list-style-type: none"> • Create [redacted] (Freeman, 2020). • More frequently & prominently issue is in media = more likely [redacted] on the audience. • [redacted] = way public receives info (Nowak-Teter, 2018) • Media = [redacted] about it (ibid).
<p>3. Main idea: The role of gatekeeping.</p> <p>Support:</p> <ul style="list-style-type: none"> • Gatekeeping = significant in delivering news to public (Pingree et al., 2013). • [redacted] process & control over selection of content presented by media (Welbers et al., 2018). • [redacted] visibility to public. • Gatekeeping = vital tool for media = [redacted]
<p>4. Main idea: Agenda setting theory criticisms.</p> <p>Support:</p> <ul style="list-style-type: none"> • Assumption: more coverage = [redacted] (Gauntlett, 2006). • <u>But</u> social media & [redacted] = harder for media to set agenda. • Criticism: it does not work on audience with strong opinions on certain issues. • Criticism: [redacted] = [redacted] & impact media agenda setting has.
<p>5. Main idea: Influencing public opinion – practical example.</p> <p>Support:</p> <ul style="list-style-type: none"> • BREXIT = [redacted] and immigration. • Diff. polls = fluctuations regarding which issue was the most important (Sogelola, 2018). • [redacted] • Media = focused on immigration NOT imp. Issues [redacted].

Task 8: Model Summary

Check your summary to this model summary.

Mass Communication - Model Summary

EXAMPLE

Agenda setting theory is the way the media influences public opinion by selecting and placing greater importance [REDACTED] (Freeland, 2012). The aim is to ensure that the public are with [REDACTED]), and suggests that the issues reported more frequently with greater prominence are more inclined to have a greater effect. [REDACTED]" (Nowak-Teter, 2018), and this illustrates that the media is [REDACTED], responsible [REDACTED] (ibid). One key component in news distribution is gatekeeping (Pingree et al., 2013). Defined [REDACTED] et al., 2018), gatekeepers [REDACTED] the media's agenda, so therefore are an important factor in agenda setting. There have been a number of criticisms with this theory. Firstly, [REDACTED], it is becoming more [REDACTED] misunderstand the information reported (Nowak-Teter, 2018). Although the writer questions whether [REDACTED] does exemplify where the impact was felt: the Brexit campaign. Out of all the key [REDACTED], the Media's agenda was to focus on the latter knowing that this was an area of great concern for the public.

250 words