

AGENDA-SETTING THEORY AND THE ROLE OF MEDIA IN SHAPING PUBLIC OPINION

Dr. Geetali Tilak

Pro-Vice Chancellor, Tilak Maharashtra Vidyapeeth, Pune-37
geetali.mone@gmail.com
9422029039

Abstract

Agenda setting theory doesn't necessarily tell people how to think but what they should think. In choosing and displaying news, editors, newsroom staff, and broadcasters play an important role. Readers or viewers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. Millions of people depend on traditional media and news channels for information, Hence we often wonder how much media actually shapes the society's perception, where in few cases media filters and shapes the reality rather than simply

delivering it. Agendas of media are affecting their audience, particularly by shaping the political reality. Within the era of the internet, the distribution of news isn't any longer restricted to one area. The rising of technology enhances the speed of data exchange and also the distribution of news. The influence of agenda-setting becomes more significant. To explore the impacts of agenda-setting, I have explored two cases, Ganpati and Ramajas college dispute, to find why average audiences tend to associate media coverage of news with the importance of news.

Keywords: Agenda-setting, Media, Determinants, Political reality, reporting Methodology Hypothesis

Introduction

1.1 The Seeds of Agenda-Setting

Aware of this relationship between press coverage and public concern, researchers Maxwell McCombs and Donald Shaw, in their presently known city study, having studied the 1968 political campaign, received a proposition that claims "people learn from the media what the vital problems are." (McCombs & Shaw, 1972, 176)

Whereas McCombs and Shaw introduced agenda-setting as a media perform with The 1972 study in city, North Carolina, this idea began a lot of earlier. With Public Opinion in 1922, conductor Lippman projected that people aren't able to deal effectively With the vary and subtlety of their environments. Most of the folks are protected against their Own surroundings by elites. These elites, or media representatives, interpret the motives and beliefs of politicians. (Baran and Davis, 1995, 232) several decades later, Benard Cohen enlarged this notion once he aforesaid, "The press is significantly more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it's stunningly successful In telling readers what to think about." (Cohen, 1963, 13) His findings became the thought For what we presently call the agenda-setting function of mass media. McCombs and Shaw expressed Cohen's theory by presenting their

lots of thorough study in 1972. They interviewed registered voters throughout the 1968 presidential election and discovered what these people thought were the foremost necessary problems with the day. They analyzed native and national media coverage of the election, quantifying the relative attention given to such issues as public welfare, civil rights, policy, policy, and the war in Vietnam. Further, they made a combination from a smaller sample of the activity of attention to the various issues. They found correlations between public ordering of problems and media coverage and concluded this provided proof of media agenda-setting.

1.2 Statement of Problem

The agenda setting theory of the media is affecting the perception of the audience.

The author has taken 2 cases to analyse how the agenda setting theory has affected the public opinion of the audience. In the case of Ramjas College on 21st February a guest lecture of Umar Khalid was arranged and a stone was thrown and a dispute was created between two groups AISA and ABVP which was portrayed in different angles by different channels. Similarly in case no 2 of Ganpati . The issue of festival was kept aside and the people involved were trying to increase their importance. Bhau Rangari and PMC had their own interests in initiating the 125yrs celebration of Ganpati Festival 2017 in Pune which diverted the attention of

the audience.

1.3 Review of literature

Gupta Shekhar , veteran and Media critic Ninan Sevanti (2011) have said in their interview about agenda setting in media that Agenda setting has helped to strengthen media influence for instance Campaign against corruption overall, strengthens media influence. In any case, if you're conscious of fine agenda setting, you're guaranteed to build a trial in strengthening media's positive influence on the society at massive. Campaign for gender equality has been terribly effective, that was smart agenda setting. Campaigns for attainment and education area unit example of fine agenda setting. Campaigns for RTI (Right to Information), or good use of RTI by journalists is sweet agenda setting. All of this helps a good deal in strengthening positive media influence. In Agenda setting theory people follow media blindly. News channels area unit following AN approach to news thinking they're running when their shoppers. However all have their balance sheets obtaining affected. There is not any English news channel during this country which does not build a minimum of half-hour of its turnover as loss. No matter they're carrying as news is being done due to the intellectual vacuum, due to their inability to require a deep breath and notice that it is not operating. No one reads the fundamental documentation that is popping out of those scams,

CAG reports, Parliamentary proceedings or the particular orders of judges. Everything is managed is what is the current mentality. The dark aspect of agenda setting is that it's diode to mob mentality of the worst kind.

Agenda setting is largely deciding that problems ought to become a theme of public discourse by selecting them up to run stories, or that includes TV discussions on them.

Dark isn't a useful word during this context, there's a negative aspect normally that is that the agenda setting that TV news will, as an example, is in line with the sort of audiences advertisers wish to achieve and therefore the superficial issues they could have. Resistance topics area unit picked up, and queries area unit expose during an approach that sets the agenda. Agenda setting will increase the divide between the privileged and therefore the less therefore, by not specializing in the latter, except maybe at election time. You set agenda by the approach you pitch a difficulty, and conjointly by the very fact that you simply select to not acquire a difficulty, in camera closely-held TV channels scale back their daily report on the state of nation during a sense by selecting on one topic which will sell and staying with through a lot of clock time.

Regular observation of what the media covers and what it does not, once tabulated, analyzed and fed back to the media, would facilitate them see however huge a phase of the pop-

ulation they skip after they project problems and issues on TV or in print. English news magazines' cowl stories are a decent example of agenda setting. However poor governance affects normal folks on usual needs coverage, researching and regular presenting. It'd build the govt way more responsible if that were done.

Discovering some rubbish that Mani Shankar Aiyar might have verbalized regarding Ajay Maken's faculty are a few things that gets acres of TV time. That's a reparation category issue that you'll sensationalize. To seem at the sort of graduates totally different faculties turn out, and wherever they slot in the duty market isn't attractive the least bit, however in all probability rather more useful to a country's public discourse.

Indian minister of finance and broadcast minister Arun Jaitley said Asked regarding the perception that the govt appears to like one-way communication, with even the Prime Minister not holding a conference, Jaitley said he and therefore the government communicate often however quipped that "just because the character of the media has modified, the character of politicians too has modified."

Designated coverage on feminine mp in parliament once he raise question on budget session Jaitley said that always he doesn't offer TV bytes because the journalists are solely curious about a comment to be endure the nine pm clock time show. It is a ques-

tion of who sets the agenda, The government thinks it ought to set the agenda and media ought to report and therefore the latter thinks that it sets the agenda, he added..

National Media- thus called? Despite the signs of associate uncommon monsoon trickling in step by step, the dearth of correct coverage LED to irreversible harm within the floods that raked metropolis in Gregorian calendar month 2015. Media has did not acknowledge the very fact that their primary operate is to tell.

Individuals of metropolis were caught within the floods short. The media is thus concerned within the coverage of political stories that the news of a forthcoming disaster appeared of very little consequence, till the rains struck catastrophe within the state capital.

The front page of Indians leading newspapers was full of the coverage of state Elections with very little or no coverage on associate atypical rain pattern within the south Indian state. Moreover, such coverage may be attributed to Agenda Setting Theory, and the „news values" I) proximity, and ii) audience. Music director Lippmann, a journalist initial discovered this operate, within the 1920's.

Lippmann then observed that the media dominates over the creation of images in our head, he believed that the general public reacts to not actual events however to the photographs in our head. McCombs and Shaw as observed by Littlejohn have best represented the agenda setting operate in

their book *Emergence of yank Political problems*, during this book the authors show that there's copiously collected proof that editors and broadcasters play a very important half as they are going through their day to day tasks when deciding and advertising news.

Agenda setting theory is method that's divided into 3 components consistent with Rogers and Dearing in their book *Agenda Setting analysis*. The primary a part of the method is that the importance of the problems that are attending to be mentioned within the media. Second, the problems mentioned within the media have a sway over the manner the general public thinks, this can be referred as public agenda. Ultimately the general public agenda influences the policy agenda. What is more " the media agenda affects the general public agenda, and therefore the public agenda affects the policy agenda." Consistent with Rogers and Dearing in their book *Agenda Setting analysis*. The primary a part of the method is that the importance of the problems that are attending to be mentioned within the media. Second, the problems mentioned within the media have a sway over the manner the general public thinks, this can be referred as public agenda. Ultimately the general public agenda influences the policy agenda. What is more " the media agenda affects the general public agenda, and therefore the public agenda affects the policy agenda."

Maxwell McCombs and Donald Shaw have brought the importance of agenda setting to our attention after they disbursed the Chapel Hill study. Their stress and goal with this study was that the agenda problems found within the journalism and among general public is what sets the media agenda. Then in 1972 David Weaver joined McCombs and Shaw in project were they panel studied the 1976 U.S. presidential election. Among this project the researchers studied the attributes of the agenda, the outline of presidential candidates within the news and therefore the agenda attributes in voters' descriptions of the candidates (McCombs,4). Throughout this study the researchers identified that there was a relationship between the media agenda and therefore the public agenda. These studies are for the aim of gazing the media problems and determinant whether or not these problems are necessary. Thus the second level of agenda plays {a necessary crucial vital very important} role during this study as a result of it decides what components of the problems are important with regard to the presidential election.

This idea of agenda setting in Littlejohn's book is explained because the idea of issue saliency as a media result is intriguing and necessary. Thus agenda setting is employed for several functions to determine the media agenda and to retrieve the opinion of the general public, additionally agenda setting is extremely

necessary within the political facet as a result of the general public agenda influences the policy agenda which implies that candidates can attempt to concentrate on problems that the general public needs to listen to concerning. Lastly the agenda setting theory has several useful uses in our society and it's a part of our communication. Consistent with journalist mount Bagdikian (1985), the right live of a country's mass media influence is decided by the rise in audience understanding of necessary realities within the human process. This but, isn't to deny the role of the constituent components of society like attentive public teams and elective officers in serving to to synchronize the importance accorded to a difficulty. No doubt, news could be a product of print media routines and standardized procedures (Lippmann, 1922). News isn't the event itself, however the report of an occurrence, in sight of this undeniable reality, Daniel J. Boorstin in his book, *The Image*, (1961) saw news as a series of pseudo-events or artificial news labels connected to events which may ne'er occur, were it not for the existence of the journalism, that report them or maybe produce them. Consistent with Cans (1979, '87), once news as info is transmitted from sources to audiences, they're initial refined and altered by journalists so as to form the data appropriate for his or her audiences. The 'story importance' is judged by journalists consistent with four main dimensions: rank

in government; impact on the state and therefore the national interest; impact on sizable amount of people; significance for past and future. Moloch and Lester (1974) tried to outline news because the results of the news desires of the general public as determined by media organizations. In fact, it's the media organizations that confirm the news desires of the general public and approach meeting that require. During this task, journalists usually verbalize their 'nose for news' - a form of professional sixth sense' that plays a critical role within the identification of events and problems .

Limitations :

Nowadays media scope are very vast new generation people are more active in social media put their view and also comment on any issue. Researcher research on television media it comes under electronic media, because television media is vast area where more than 300 channel are there, include some regional channel according to people needs, more than ten news channel are there including foreign and local channel it is difficulties for researcher to cover all news channel that's why in researcher consider two national news channel's content patter and style of reporting a particular case. And few news channels and online newspapers are considered to get information regarding Ganpati.

CRITICISMS OF THE AGENDA SETTING THEORY

Agenda setting are often explained as the media's plan to produce and transfer salient problems into the general public domain to modify the general public to discuss Deliberate ,or debate on these problems to create knowledgeable choices .The main objective of this theory is to speak concerning the idea that the media through its productive processes and gate keeping functions offers prominence to bound socio-political problems whereas neglecting others of comparable importance. The two proponents of this theory Malcolm McCombs and Donald Shaw in 1972 argued that the media makes certain political ,economic, and social salient problems within the society.

There are 2 kinds of methods of media agenda setting: framing and priming. Framing was accustomed analyze however the media presents problems to the general public. Framing is that the quality type of communication that leads others to simply accept one which means over another. It is an ability that the majority thriving leaders possess nevertheless one that's rarely taught. From Chyl and McCombs(2004)statement concerning the importance and interpretations individuals attach to potential things on the general public agenda are powerfully influenced by however the media presents stories .The media in an indirect and unconscious way position our minds whether or

not we tend to like it or not. The minds of the audience are directed on specific problems we tend to tend to debate or think over about for hours, days or perhaps years. Some of these problems with less importance are given a lot of attention whereas others fall by the edge The media and politicians form public opinions on what's thought-about vital during this time and day.

The media adapts certain ways or techniques that are accustomed draw the eye of the audience on {the problems the problems} below discussion or forthcoming issues .Some of these problems offer the audience with a 'window' of viewing the "world" or "reality". These" eye catching "issues that are largely captured in headlines and on front pages, typically don't have any reference to the most articles or content of the report. Pictures connected to those headlines are terribly distressful particularly in most non-public owned newspapers and magazines. The human mind tends to store most of the items the eyes are exposed to .The agenda setting theory in recent times is viewed as having latent reasons aside the its main function.

Case 1: Ramajas College Dispute Interpretation

On 21st February 2017 morning Ramjas College's student leader Yogeet Rathi had informed to ABVP about umar Khalid. Some ABVP members of Ramjas College had protested against Umar Khalid and

said he is anti national we would not allow him as a lecturer. ABVP said we were against Umar Khalid because umar had a serious charged of anti national activity and police convicted him we were not against seminar, after their protest principal was withdraw invitation of Umar Khalid, we had protested peacefully suddenly someone had pelted stone into seminar ,We don't know who? But only one stone had pelted outside glass were broken. Seminar was going on first floor we had protested Outside the campus, some student was inside the campus. Police had vacated campus., organizer of seminar and student went down lobby and rising slogan "azadi azadi". Umar came as a lecturer and his topic was "war on bester "it was his research paper also ,in that topic he wanted to tell" how did rich people assaulted tribal's people and why does tribal's people joined naxali group ?" which is totally basis less. After seminars were called off, very next day AISA members had protested against ABVP.

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On 21 st February 2017 we (AISA) were not there because this was not a political issue but some students of Ramjas College who is also member of AISA were there. They had lessoned to speaker suddenly stone pelted by ABVP into seminar hall. AISA had protested against "violence of ABVP" which had happened on 21st February during seminar. AISA members also claimed that ABVP

member had pelted stone inside seminar hall. Police were there but they didn't do anything. ABVP members were against to Umar Khalid and meanwhile umar had refused to come to Ramjas's college seminar, after that ABVP member protested inside and outside the college. Violence on 22nd February AISA claimed that during 22nd February protest; ABVP members had followed up and beaten us. AISA members were also against the police and accused them, police was standing there with barricade and looked at the whole incident, but didn't act against ABVP members, a lot of people from our side were injured and we could not find any way to hospitalized them. One side police were standing other side ABVP members we stuck between this. Our member had protested peacefully. We protested for unity.

Interpretation of Zee news

Somewhere or other Zee news had favored ABVP in whole incident, in the prime time show zee had been connected Ramjas College's issue with speech of our soldier and presented very beautifully. They were trying to show the viewers what does happened when soldier do heard about Ramjas College and JNU types' incident. On debate show, anchor brings some question and accused umar Khalid and raising question against him zee had also focused against on slogan which were raised on Ramjas college's campus on 21st February, when protest march had

taken out by AISA on 22nd February they had covered some part of protest but focused on clashed between AISA and ABVP, and also consider slogan which was given by AISA member. In zee news they had only showed bytes of that professor, student who were against invitation of Umar Khalid. On the issues of Gurmehar Kaur they had not given the importance of this issue. ABVP members filed FIR against those who had given rape threatened to Gurmehar Kaur.

Interpretation of NOT V news content NDTV gave more focuses why ABVP against umar Khalid, according to NDTV university is a place where student have a different opinion, some organizer is trying to stop them and government is also favored this organization, Delhi polish didn't filled a charge seat on high court after one year. ABVP must protest on this.

ABVP members are trying to create difference in college's student. On the issue of Gurmehar kaur NDTV said some organization and government is trying to stop her, the one negative comment of any central minister somehow or other makes the whole government against this issue. Government should be commented very carefully.

Behalf of Gurmehar Kaur NDTV rose question "who are those person who are afraid from her? NDTV was trying to show that ABVP has created violence. On prime time show NDTV has become the voice of all female students and took a bite of some stu-

dent.

Findings:

Researcher has found some words which is used by ABVP and AISA representative, ABVP said umar Khalid was to come as a lecturer and presented his academic paper, but AISA members said he was to come as a speaker, when researcher has discovered meaning of lecturer "it means someone who teacher of college or university, generally called a professor, but speaker means a person who give the speech on public event. So this kind of conflict had happened on both members. They were portraying ramjas college dispute their own way. On the issue of stone pelting, ABVP was not denying that his member wasn't pelted stone but justified that only one stone were pelted. AISA member victimized themselves and also alleged police.

Both members were beaten each other members when police had looked that situation are out of control they started beaten student of both side and started to enter on police van.

Both member (ABVP and AISA) had filed FIR against each other and blamed to police not action against them. Both are justified themselves and trying to allegation to each other. Zee and NDTV news channel has showed whole incident but focused on some part of the issue.

In Ramjas college dispute zee was trying to show when JNU and Ramjas's college types incident were

happened, and this kinds of slogan were raised behalf of "azadi" how does soldier feel ? What is going with our soldiers, our soldier who are on border, serves our nation, protected from enemy in -27 degree Celsius .what they feel. Zee is trying to show that this channel is a nationalist channel and they didn't allow anti national element who is trying to ask "bharat tere tukre honge". They can event tolerated them,

On the other side NDTV was trying to protect freedom of expression of individual, India is an independent country where people has rights to ask question and can fight for their rights. Where people can raise question and show their courage to disagree the government, social campaigning against government and any organization, goose is tried to stop them and tried to threaten them for rape and insult them on social media.

Humanity is bigger than any country. We can't stop any person's speech, India is an independent country people have a fundamental rights no one have courage to stop them in the name of cast, community and religious.

there will be a description of day by day incident of whole story, and how media is protracting this incident and in that whole story how media is focusing on a particular incident and also we can see how Social media involved in this case, people gave their opinion on this and the whole issue divided into two part supporter

or against. How TV channel show different angle on one single incident .fast of all let's see the exactly happened in Ramjas college.

Ramjas college's student had organized 'culture of protest' seminar .in that seminar they had invited Umar Khalid who accrued of raising anti-national slogan at an event in JNU last year and Shehle Rashid .ABVP activities demanded the invite to Khalid and Rashid be withdrawn . 22 February 2017

Organizer of culture event claimed that some ABVP member locked seminar hall, cut electricity and 'pelted stones' broke hall's window. On the other side ABVP denied the charges.

* 23 February Student of Ramjas college peaceful protest march to Maurice nagar police station, demanding action against ABVP member.

During this protest clashes broke out between left wing (AISA) and AVBP, lot of student injured some journalist also injured. AISA claimed that AVBP member didn't allow them to protest.

24 February AISA protested outside the Delhi headquarter and demanded action against the suspected ABVP member who roughed up student and teacher during 22 February protest and also action against police man who didn't do anything when ABVP member attacked student and protester. Delhi police suspended those police man. Within this incident the social media campaign begun one of the student of Shri Ramja college Gurmehar Kaur 's post went viral, she

condemned this violence on the campus and showed in profile picture to hold a piece of paper and wrote " I am student of Delhi university and I am not afraid of ABVP. I am not alone whole student with me. #student against ABVP. The Delhi University teachers association (DUTD) asked vice-chancellor Yogesh Tyagi to initiate an inquiry against suspected. Next day spotlight on Gurmehar Kaur's other post came in public domain in that post she said " Pakistan didn't kill my dad ,war kill my dad" after that Sehswag tweeted Randeep Hooda also support him .minister of state home affairs Kiran Rijju comment.

In between ABVP member led Tiranga march and called it a march for the nation. Kaur withdrew from the complaining and left Delhi. Student and teacher of Delhi University, JNU along with member of AISA took out a protest left leader Sitaram Yechure , d raja joined this march, on the same day AVBP suspended 2 students.

External factors influence media to portraying issue. Specially social media, after the incident of Ramjas college on 21st February student started campaigning on social media, student either support the initiative of ABVP (which was against umar Khalid) or opposed ABVP, AISA and SFI members had protested against ABVP on 22nd February, and this kinds of issue are become more important when some famous person

comment on this, same thing happened with gurmehar kaur she was campaigned against ABVP news channel didn't coverage her but after virendra sehswag had commented on her, she has to became a news after that people commented on her some who are with gurmehar or some people against her, in fact Bollywood people has divided on this issue. So, it is a media compulsion to coverage gurmehar kaur's issue.

Zee had favored to ABVP. Zee raised question of ABVP members too, "why had they pelted stone in Ramjas College's seminar hall? Is that violence is a way to protest? Who is given rape threaten to gurmehar kaur? ABVP gave answer of those question but mainly focus on AISA members and the organizer of seminar, ask them there are lot of student who research on different issue, why did you invite Umar when you know umar has convicted for anti nation activity after incident of JNU campus last year? What kinds of azadi do you want? Why do you not protest when our soldier are been killed by naxalist or terrorist?

Case 2 : Pune Ganeshutsav 2017 and PMC

When the Ganesh Festival was merely 2 weeks away, tussle between Bhau Rangari Mandal and the Pune Municipal Corporation (PMC) - over celebrating the 125th year of Lokmanya Tilak's Ganeshotsav had resulted in the civic body deciding to remove the picture of Tilak from this

year's Ganeshotsav logo. The new logo, specially designed by PMC to mark the 125th year of festivities, will be unveiled by chief minister Devendra Fadnavis at a program. Pune Mirror, The Hindu, Loksatta, Indian Express and almost all the newspapers and television channels had different headlines focusing on different issues.

Like the Mirror IN MIDST OF GANESHOTSAV STORM, LOKMANYA TILAK PHOTO TO ADORN PMC WALLS By Siddharth Gadkari, Pune Mirror | Updated: Aug 17, 2017, 02.44 PM 1ST Speaking to Mirror on the issue, PMC standing committee chairman Murli Mohal said, "Lokmanya Tilak's name has is mentioned in the state government gazette as a historical figure. But, during the Congress and Nationalist Congress Party (NCP) regime, they deliberately kept away from the subject of putting up Tilak's photograph in the corporation building. This has nothing to do with the controversy over Tilak and Bhau Rangari. It is our decision on the occasion of the 125th year of Sarvajanic Ganeshotsav. Tilak is from Pune and opposition parties seemed to have forgotten him during their tenure."

Countering this argument, Arvind Shinde, leader of corporation from the Congress party, said, "This is nothing but the BJP's way of overcompensating for the political damage over the controversy of Ganeshotsav. This actually puts things in perspective for

now everyone will know that the BJP took the decision to put up Tilak's photographs in the corporation. In fact, at the party meeting, it was decided that both Tilak and Bhau Rangari's photographs would be placed on the Ganesh festival event banner. But, this didn't happen - only Tilak's photograph was put up." Chetan Tupe, opposition leader and leader of NCP in PMC, said, "The matter of putting up photographs of several other leaders, too, was pending for discussion. But, BJP went ahead and passed only the Tilak proposal. Had they looked at other leaders, along with Tilak, we would have welcomed the decision."

PMC's celebrations for the 125th year of Tilak's Ganeshotsav met with opposition from the Bhau Rangari Mandal trustee's right in its planning stage, as they staked claim to their mandal being the first to celebrate Ganeshotsav publicly.

Hindustan Times made a headline saying Who really started Ganeshotsav in Pune?

Bhau Rangari trust opposes the plan of celebrating 2017 as the 125th year of festival Updated: Jul 20, 2017 15:40 1ST

Sakal Time stated Bhau Rangari-Tilak row crops up again ' ST Correspondent

Thursday, 7 September 2017

According to the trustees, Bhau Rangari started Ganeshotsav in 1892, while Tilak did the publicity and expansion. This created a controversy

and the mandal even sent legal notices to PMC authorities and cultural ministers, prompting the move to remove Tilak's picture from the banners.

As of now, there are nine photos on the three-storied mayor wing of the PMC building, with eight of them on the third floor where the mayor sits. Portraits of Rashtriya Swayamsevak Sangh (RSS) founder Keshav Baliram Hedgewar, Dr Vishram Ghole, chairman of Satyashodhak Samaj and colleague of Mahatma Jyotirao Phule, Bajirao Peshwa, Dr Babasaheb Ambedkar, Indira Gandhi, Maulana Abul Kalam Azad, etc., are all seen on the walls here.

This has nothing to do with the controversy. Tilak is from Pune and opposition parties forgot him during their tenure

Murli Mohal, PMC standing committee chairman

Interpretation :

In 1892 Bhau Rangari used to celebrate ganesh utsav . Tilak observed it and Moharam -procession and held meeting . Khajgiwale and few others use to celebrate . Tilak decided to celebrate it sarvajanik , 10 days and procession. Before there was no procession and 1893-94 declared we are having sarvajanik ganesh utsav. Bhau rangari claimed they have started. When govt announced 2 years back some publicity they demanded . This year pmc announced ... there was ganeshutsav from peshwe . Media created atmosphere as fight

between mandal to mandal and wanted to react for more news . But we didn't. So it died . Neither the govt reacted . It is aimed , party and cast conflict.

In 1993, with Khasagiwale, two more Ganapati were established by Ghotawadekar and Bhau Rangari and on the 10th day, procession was organized. Everyone see to it that there was not being any effect on Hindu-Muslim Riot. The first Ganapati was of Sardar Ghasagiwale (Ref. Shree Ganesh Utsavachi 60 years, page 9 by J.S. Karandikar - Editor of Kesari)In 984, Lokmanya Tilak himself established-- ----Ganesh at Kesari (i.e. Vinchurkar Wada) and

appealed several others to organize Sarvajanik Ganesh Festival and hundred Ganesh festivals were organized. Lokmanya Tilak wrote an article in Kesari. He gave a 10 days program with kirtan, pravachan, lectures, melas, etc. He discussed about the object of Ganesh Utsav with Hindu as well as with Muslim Leaders there were no difference between Hindu Muslim Religion. He invited Muslim community to participate in the procession as Hindu take part in Moharam Procession. Even Muslim musicians were used in the procession so the problem of sound before Masjids.

Britishers tried hard to color it against Muslims. But no notable incident was recorded against Ganesh Festival. Within few years, people started to

organize Sarvajanic Ganesh Utsav not only in Maharashtra but also in various sub continents.

J.S. Karanadikar noted few cities like South India, Calcutta, Karachi, Eden, Nairobi, Lahore, Ravalpindi, and Kotta. Similarly Rasbihari Bose organized it in Japan.

Reporters interviewed Dr. Deepak Tilak (great grandson of Lokmanya Tilak) to know the reality. He explained what is mentioned above. Tilak started Sarvajanic Ganesh Festival, Ganeshutsav was celebrated even before he started with Sarvajanic Festival, so unnecessary controversies were created , and Mayor was highlighted at some places, whereas Bhau Rangari seeking importance for themselves after 125 years, political disputes, racism and many other factors made people think which actually didn't affect the celebration of the masses.

Observations:

There are 3 major observations during this research paper that are worthy to be highlighted.

1. Media set the agenda and formed the importance of certain news, not solely affecting Governments' choices and policies, it additionally guide people's perspective and trust towards Government.
2. Media agenda setting would shape people's perceptions and interest towards certain Social issues that media set them as "important".
3. Government and people's attentions

would be drawn by agenda setting of specific Sides of economic news, and their attitudes could be altered when then.

Media Manipulation and Its Adverse Affects On Society

Media has played a crucial role in mass communication for many years. From newspapers to tv, radio, and currently the net, we've enabled ourselves to promptly transmit or receive news and entertainment at the blink of a watch, however has our ability as a society to recognize facts from fiction dissipated with the increase of latest technology? What are the long run effects of the media on the globe population as a full if what we tend to see, read, and listen to is deliberately misleading us? As media continues to be meticulously manipulated whereas at the same time increasing in popularity and usefulness, individuals face some doubtless serious consequences. Particularly within the last decade, with the increase of social media hubs like Facebook, Twitter, YouTube, Instagram, and numerous websites that enable net piracy and free downloads of tv shows and flicks, we've shifted to a time wherever most data is free and accessible, privacy is almost nonexistent, and also the fine line between reality and fiction is seen.

The technology available to standard citizens permits the manipulation of truth that is then unfold as truth.

There's typically no freelance certification'of the facts within the rush to

induce the knowledge out there. Data flows therefore quickly and in such large quantities that each one forms of net users, company executives, governance, media editors, and television producers have issues maintaining their standards.

Have you ever detected the phrase, "ask Google?" we've entered an age wherever nearly anything in writing are often found via the internet-but how correct is it all? the very fact is, anybody will post a journal or article recently, in spite of their credentials. Though this will be seen as an honest issue (freedom of knowledge, freedom of speech, etc), it additionally means the common net surfer is probably going to be mislead throughout any question they enter into their search bar. One instance of this is often once an individual turns to Wikipedia for a solution. Though what they browse is also correct, it may be altered by anybody else who comes across the page on the net. Therefore what we tend to see as truth or reality is actually a collaboration of various opinions, none of that are cross-checked. Even the foremost academic programming is choke-full of commercials, and each industrial tries to sell something-an plan, a product, a mindset. It's tough to imagine however an individual, who spends substantial amounts of your time exposed to constant advertisements on tv and contrived news sources couldn't be somehow mislead by it all.

Scope for Further Studies

Since social media like Face book or Twitter gained popularity within the entire world and become one among the major media and cultural diffusion platform, it's essential that we tend to place our concentrate on their impact on Public. It's worthy to analyze problems like, whether or not the large use of social media indeed weaken the traditional agenda setting effect of media, since news and data were coming from completely different channels rather than some ancient leading media enterprises; and somehow audiences "get used to" .The "habitat" of web world, that the trait of data on internet is lower. People knew that they can't simply believe all things that media told them, they learned to settle on within the Social Media World. Although the influence of the media agenda will be substantial, it alone doesn't determine the general public agenda. Data and cues concerning object and attribute saliency provided by the journalism are far away from the sole determinants of the general public agenda. This Substantial influence of the journalism has no method overturned or nullified the fundamentals .Assumption of democracy that the people at large have sufficient knowledge to see the course of their nation, their state, and their native communities. Specifically, the people are quite able to confirm the essential connection - to themselves and to the larger public .Arena of the topics and

attributes advanced by the journalism. The media set the Agenda only citizens understand their news stories as relevant.

Conclusion

Agenda setting affects the government policies and influences the public's trust and support for the government policies. Many researches were done by researchers in last six years about the relevance between agenda setting and the coverage of media on certain issue, and how effective they were. Media selected certain issues to publish and broadcast to tell the public what to think about. The coverage of certain issues significantly affected the public. Based on the findings described above, it was proven that agenda setting still existed in our society. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. In today's society, the mass media have become not only the 'eyes' and 'ears' but also the mind of the public. With varying degrees of success, the media inform us about what we do not see or hear directly. While giving shape to events and making them meaningful, they restructure the 'thinking' of their audience. In this research researcher has found, student leaders of ABVP and AISA, they are trying to justify themselves and alleged each other. In case of Ganpati

Festival, the original thought of Lokmanya Tilak was kept aside and Bhaurangari came suddenly after 125 years claiming for their status.

Whereas the real story, the media didn't know or try to find out but they approached the descendents of Lokmanya Tilak after the incident was published or forecasted, but nobody covered the truth as to how exactly it started and if Bhaurangari is claiming right, instead the news was given a twist reflecting half truths. The effects of media manipulation on society as a whole are so immense that we have a tendency to might not be presently comprehending the total image. But, if we all know that media manipulation has an adverse result on those that participate within the creating of reality shows, news and news features lead viewers misleading and not educating them properly, twists the reality in order that it deliberately propagates specific political agendas through news and diversion programs. Why are we having a tendency of continuing to permit ourselves to lose bit with reality? At what purpose will we arise and demand reform-or, can we simply sit lazily by and permit ourselves and every different to still be brainwashed each time we have a tendency to activate the television or media? It appears like the powers that be, those that will afford to get hold of production and advertising, aren't searching for the final welfare of society as an entire. Contrarily, we've enabled for

companies to become a lot of necessary than people as a result of we allow them to direct our attention towards the items that create them extra money whereas at the expense of our health, knowledge, and integrity. Whereas on one hand we are evolutionarily progressing towards the growth of information through our scientific pursuits as a species, we may be regressing in our ability as a species to recognize facts from fiction.

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