

## Cultural Agenda Setting: New Developments in Established Paradigms

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Agenda setting theory has been recognized as one of the most influential theories in the field of communication. During its 40-years history, agenda setting researchers investigated significant questions pertaining to the transfer of salience from the media to the public. The theory's key hypothesis deals with a relationship between media portrayals of issues/objects and public salience of those issues. The seminal Chapel Hill study [1] paved the way as different researchers began exploring the notion of salience.

Recently a new body of literature investigates organizations as new types of "objects" receiving media attention and public recognition. For example corporate organizations have been scrutinized in terms of their salience in a handful of studies, as increased media attention has been linked to increased public attention [2]. As different types of organizations seek salience, the theory expanded to encompass museums and other cultural organizations. Recently, a handful of studies demonstrate a relationship between museum salience and public visitation [3,4].

There are numerous implications from this new line of theory development, as cultural organizations invest on increased media visibility in order influence public attention and valence. Thereby, there are significant prospects for capitalizing not just on short term attention, but on a long term reputation.

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**Received** July 25, 2013; **Accepted** July 26, 2013; **Published** July 27, 2013

**Citation:** Bantimaroudis P (2013) Cultural Agenda Setting: New Developments in Established Paradigms. *J Mass Communicat Journalism* 3: e137. doi:[10.4172/2165-7912.1000e137](https://doi.org/10.4172/2165-7912.1000e137)

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