

Political Science – Agenda Setting

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Why Agenda Setting can be a Difficult Task in Government

The process of agenda-setting is not a rational but a struggle over the problem definition. The task is usually challenging because all the interests are not represented equally in the agenda-setting struggle. The struggle, therefore, exists because some problems are more likely to achieve the agenda than others. The rational approach has many assumptions, such as no problems are unperceived and that all problems are defined accurately by all those who concur on the definition of the objective. Most of the individuals taking part in the agenda-setting assume that if a problem has not been presented to them, then it is not in existence. The consequences of this assumption are significant causes of difficulties faced in the agenda-setting process (Moy et al 2016).

Government's Significant Agenda Setter and how the Participant help set the Agenda

The primary policy issue initiators are the political leaders, and they are the prominent participants in the civic and national debates on policies. They are the most significant agenda setters in the government. Politicians often support each other in exchange for getting back the favor onto the policy agenda. . Politicians normally use the media to acquire the public's

attention to get into the institutional agenda. Through the media politicians attempt to influence the voters and put in place a library of news providers. Politicians use media like on the agenda issue (Moy et al 2016).

Example of an Agenda Setter

There was a debate on whether GMDS was according to international criteria. The debate has been contextualized as a different type of problem. Others see this as a pure agricultural problem. There is also another group that believes that it is an environmental problem. The agenda setting on agricultural GMDS was not successful because it was complicated to enter on a political agenda. Instead, it led to the start of a public cycle policy. The stages through which to go through are numerous, and in each stage, there are numerous possible paths because making it difficult to reach the agenda (Doh, 2007).

How Factors like Culture, Politics, etc. Impact the Selection of Agenda Setting

The politicians, culture, the media, and interest groups all have a significant impact on the agenda setting as well as the process. The political agenda always have an impact on the continuously changing political climate. Various entities of media and interest groups continuously display a position for their political ideas in an attempt to push the political agenda while maintaining a good stand with the political agenda. Extension education may make use of information that is research based to handle current issues in communities and give education to the policymakers (Boyer et al., 2009).

References

Osby, W. H. W. (2002). Political Science Today. CQ Press.

May, P., Tomkins, D., & White, E. M. (2002). Agenda setting, priming, and framing. The international encyclopedia of communication theory and philosophy, 1-12.