



Specification of a Model of Agenda effects, Framing, Priming and Water Melding

**Juan Antonio Garza-Sanchez¹, Laura Lizeth Campos Guido¹
and Cruz García Lirios^{2*}**

¹ Department Communication Science, UANL, Monterrey, Mexico.

² Department Social Work, UAEMEX, Huehuetoca, Mexico.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJESS/2021/v16i430408

Editor(s):

(1) Dr. Nasser Mustapha, University of the West Indies, Trinidad and Tobago.

Reviewers:

(1) Demeter Mihai Ludovic, Bucharest University of Economic Studies, Romania.

(2) Svajūnė Ungurytė-Ragauskienė, Mykolas Romeris University, Lithuania.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/63615>

Systematic Review Article

Received 10 October 2020

Accepted 16 December 2020

Published 30 April 2021

ABSTRACT

The objective of the present study was to specify a model for the study of the relationships between agenda effects, framing, priming and melding. A documentary, retrospective and exploratory study was conducted with a selection of sources indexed to international repositories, considering the year of publication and the keyword algorithm. Differences were evidenced between the published literature and the qualifications of judges who are experts in the field, although the design of the work limited these findings to the search algorithm, suggesting the extension of the study to the indicative logic of credibility and verifiability of the information disseminated in the media.

Keywords: Agenda; setting; framing; priming; melding.

1. INTRODUCTION

The water agenda refers to the establishment of issues related to public resources and services

by the media and their influence on public opinion [1]. It is a process in which the axes of debate are managed in the media, but legitimized in public opinion. In this process, the

*Corresponding author: Email: garcialirios@uaemex.mx;

effects of agenda, framing, priming and melding are managed.

The effect of the agenda refers to the influence of the themes established in the thought, radio, television and cinema with respect to the opinions of readers, audiences, viewers and moviegoers [2]. This is the case of political campaigns since the media generate images of candidates that will be legitimized by the voters.

The framing effect alludes to the influence of the information disseminated in the media regarding the preferences of its audiences [3]. Unlike the agenda effect that seeks the convergence of the issues aired in the media and the decisions and actions of its audiences, the effect is seen in the emergence of a logic of verifiability or comparison in different sources of disseminated information [4]. This is the case of the press whose readers contrast the opinions of columnists regarding a subject.

The priming effect suggests the impact of the priming of information disseminated in the media regarding the exposure of the audience [5]. If the agenda effect and the framing effect allude to the opinions, decisions and actions of the hearings regarding the issues presented in the media, the priming effect alludes to the differences and similarities of the hearings regarding those issues [6]. This is the case of the opinions, decisions and actions of sectors exposed to advertising messages.

The effect of merging the agendas suggests the convergence of issues in sectors that, due to their degree of exposure, are geared towards the appropriation of symbols and meanings [7]. Unlike the agenda effect that seeks to impose issues in public opinion, the merger effect seeks the permanence of relevant issues such as climate change [8]. In relation to the framing effect that reduces the significance of an event to the media criteria, the merger effect highlights the diversification of symbols, meanings and meanings of various themes [9]. Contrary to the priming effect that guides audiences towards preferences, decisions and actions, the melding effect diversifies that process.

However, the effects of agenda, framing, priming and melding have not been related as categories of analysis in the process of building the public agenda.

1.1 Objective

Specify a model for the study of the agenda around water resources and services, considering a systematic review of the literature in international repositories during the last 20 years.

1.2 Formulation

Will there be significant differences between the agenda, framing, priming and melding effects reported in the literature regarding the qualifications of judges who are experts in the field?

1.3 Null Hypothesis

There are no significant differences between the effects of agenda, framing, priming and melding reported in the literature regarding the qualifications of judges who are experts in the field.

2. METHODS

2.1 Design

A documentary, retrospective and exploratory study of the agenda, framing, priming and melding effects was carried out.

2.2 Sample

Selection of sources indexed to international repositories; Academia, Copernicus, Dialnet, Ebsco, Latindex, Pubindex, Scielo, Scopus, Zenodo and Zotero, considering the period from 2000 to 2020, as well as an algorithmic search by keywords.

2.3 Instrument

Matrices of content analysis, opinions, contingencies and opinions. It includes columns related to findings, qualifications, feedbacks and reconsiderations of experts on the subject.

2.4 Process

A somewhat algorithmic search was made for keywords of "agenda", "water resources" and "municipal services". Judges rated the summaries, considering 1 for agenda effect, 2 for framing effect, 3 for priming effect and 4 for

melding effect. The data was processed in the version 3.0 analysis package.

2.5 Analysis

Non-parametric statistics of percentages and frequencies were estimated, as well as contingent dependency ratios and odds ratios for the null hypothesis contrast.

3. RESULTS

The effects of agenda (19% in literature and 22% in judges), framing (18% in literature and 24% in judges), priming (41% in literature and 38% in judges) and melding (22% in literature and 16 % in judges) reflect differences.

The contingencies and proportions between the agenda [$\chi^2 = 14,21$ (15df) $p < ,05$; OR = 13,21 (14,29 to 34,21)], framing [$\chi^2 = 16,20$ (19df) $p < ,05$, OR = 14,23 (10,21 to 32,17)], priming [$\chi^2 = 15,46$ (10df) $p < ,05$; OR = 19,21 (10,29 30,43)] and melding effects [$\chi^2 = 16,23$ (20df) $p < ,05$; OR = 20,32 (18,39 to 35,32)] reveal the differences between the literature consulted and the qualifications of experts on the subject.

4. DISCUSSION

The present work specified a model for the study of the effects agenda, framing, priming and melding, considering a review of the literature and the qualifications of expert judges in matters of municipal water resources and services.

However, the study design limits the findings to the information search algorithm, the keywords and the analysis categories, suggesting the extension of the work towards other specific analysis categories that the literature identifies as verifiability and likelihood logic to differentiate the capacities of the audience before the construction of a public agenda.

Regarding the agenda effect that coincides with the hegemonic media issues regarding their audiences, the present work has highlighted differences between the literature consulted and the qualifications of expert judges.

Regarding the framing effect in which the media reduce the information to their criteria in order to propitiate the likelihood logic in their audiences, the present work has highlighted differences between the literature and the judges that qualified these findings.

In relation to the priming effect that the literature reports as symbols, meanings and persuasive meanings, the present study highlights this effect as the most frequent, but with differences from the expert judges.

Finally, the melding effect that literature shows as the convergence of interests between the parties involved; political and social actors, public and private sectors, this work warns of discrepancies regarding the judges' criteria.

Research lines concerning the concomitant relationships between the effects will allow to establish a theory of the agenda based on the systematic review and its contrast with judges who are experts in the field.

5. CONCLUSION

The purpose of the present work was to specify a model based on the contrast between the media effects reported in the literature regarding the qualifications of expert judges, establishing the differences and the extension of the work towards the likelihood and verifiability logics as indicative of these effects.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Anaya G. Anthropocentric: A mistaken concept *Entretextos*. 2014;6(7):1-12.
2. Carreon J, Hernandez J, Garcia C, Bustos J, Morales M, Aguilar J. (2014). The psychology of water sustainability. Public policies and consumption patterns. *Aposta*. 2014;63:1-29.
3. Flores R. Research of social representations of the environment in Brazil and Mexico. 2013;13(1):1-20
4. Garcia C. Water mediation of participation in Iztapalapa. In Pihedraita J. (ed.). *Social management for human development*. Bogota: UCMC. 2011;521-547.
5. Gomera A, Villamandos F, Vaquero M. Construction of indicators of environmental beliefs from the NEP scale. *Psychological Action*. 2013;10(1):149-160. Available:<http://dx.doi.org/10.5944/ap.10.1.7041>

6. Gudynas, E. Biocentric path: intrinsic values of nature rights and ecological justice *Tabula Rasa*. 2010;13:45-71.
7. McCombs M. Influence of news about our images of our world. In J. Bryant, Zillman, D. (ed.). *The effects of the media. research and theories*. Barcelona: Polity Press. 1996;13-34.
8. Perez D, Soler M. Agroecconomics and ecofeminism to decolonize and depatriarchalize global power. *International Journal of Political Thought*. 2013;8(1):93-103.
9. García C. Specification a model for study of risk governance. *Ournal of Media 6 Management* 2020;2(1):1-4.

© 2021 Garza-Sanchez et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:

*The peer review history for this paper can be accessed here:
<http://www.sdiarticle4.com/review-history/63615>*