

# Lesson 3: Agenda Setting

## Unit 2 Part B



### **HOMEWORK:**

- Do the Quiz "Behind the news" at the top of the page. Link:
- Who makes decisions on what gets published/broadcast on the news? Do you know how news are selected, what criteria is used and why?

Activity	Time	Instructions & objectives
Check if the students have filled the quiz that was assigned as homework	2 min	Tell students that, if they forgot, they can scan the QR code from the presentation and do the quiz now. Link to the quiz: <a href="https://veryverified.eu/units/unit-2/part-b-agenda-setting/quiz-behind-the-news">https://veryverified.eu/units/unit-2/part-b-agenda-setting/quiz-behind-the-news</a>
Ask 2 people to share their thoughts	5 min	<p>Ask students to reflect on the following questions: Who makes decisions on what gets published/broadcast on the news? Do you know how news are selected, what criteria is used and why?</p> <p>Talking points might include: There are certain standards that professional media uses in news selection and presentation, and this makes information shared through the media more trustworthy than other types of information. Such a thing as 100% objectivity and balance do not exist, but professional media usually has clear criteria that is used.</p> <p>This activity will help the students to start thinking about the things they will hear in the lesson further on.</p>
Show slides on "Departments ..."	3 min	Discuss with participants the roles of different departments in a news organization (slides 3 & 4).

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Prompts	5 min	Present "News selection criteria" by asking students to interpret each criteria
Group task	15 min	<p>Divide participants in groups and ask each group to discuss. Ask them to look at the articles and decide what news selection criteria were used for selecting each of the news articles for coverage.</p> <p>Ask each group to present their findings.</p>
Video	3 min	Watch "Editorial policy" video. Link - <a href="https://youtu.be/UL_LmMXDoyI">https://youtu.be/UL_LmMXDoyI</a>
Show slides	5 min	Discuss the video in the context of various "Standards of Journalism" presented on cards.
Video	3 min	<p>Watch "Journalistic standards" Video, if there is time. Link - <a href="https://youtu.be/uNidQHk5SZs">https://youtu.be/uNidQHk5SZs</a></p> <p>This activity can be skipped, if no time.</p>

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Activity	Time	Instructions & objectives
Present	5 min	<p>Present freedom of the press elements included into the constitutions of the Baltic states. Stress that journalism is one of the rare occupations that gets mentioned in the constitutions of many countries, including the U.S. and Baltic states.</p>
Group task (this can be also given as home assignment)	10 min	<p>Provide the latest Press Freedom rating (<a href="http://www.rsf.org">www.rsf.org</a>) and ask groups to explore situation in their own country and compare it to a country from another group or another country of their choosing.</p> <p>Ask select groups to present.</p> <p>This activity can be skipped, if no time.</p>
Conclusion	3 min	<p>Ask two participants what did they learn about media's role of agenda setting?</p>