

CONTRIBUTION OF SOCIAL MEDIA TO AGENDA SETTING APPROACH

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Summary

The studies carried out to research the effects of mass communication on societies provide a basis for communication activities. Those activities generally draw the attention as the activities related to the need of sovereigns for leading the society. The sovereigns who desire to maintain the new developments occurring in technology under their own domination fields use mass communication more effectively as a directing tool.

Especially, social media is commonly used as one of the most important mass communication tools of our age. It is a reality that social media plays an important role in determining the social agenda. It is possible to see the use of internet on every field from forming a society to political marketing.

Social networking sites, especially, facebook and twitter appear to be the most active sites of current new media. The agenda setting approach developed by mcombs and shaw is an approach which reveals that the media is extremely successful in determining what people will think about.

In this study which has been carried out, it was aimed to reveal that the agenda setting approach which still maintains its importance today and forms the theoretical infrastructure of various studies is rather effective on setting agenda through social media. Literature review method was used in the study and the studies in the literature which were executed in the field related to the determination of agenda by social media were employed.

Anahtar kelimeler: internet, social media, agenda setting

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