



## **Michael Gawthorne (Media Tenor International)**

### **Title: An approach to setting the agenda.**

This presentation takes a brief look at how the techniques of media content analysis are used by governments to find insights into how agenda setting, cutting and surfing works in the mass media.

In order to effectively set the media agenda one needs to communicate above the "awareness threshold". This means generating the right amount of coverage with the right topic and target structure. One essential component of this process is the measurement of both media trends and the corresponding "agenda setting effects" in the population. Media Tenor has developed together with its University partners several tools and indices in the media measurement side of this equation. It has been using this approach for over 16 years to supply NGO's, companies, governments and educational institutions with feedback and advice on media activities.

The presentation is based on selected up to date case studies showing practical examples of how content analysis in TV and print news has been used as to catch media trends and agenda setting in action and how this information can be applied to develop communication strategies in a range of agenda setting contexts.

### **Background: Michael Gawthorne**

Michael Gawthorne is a media analyst and researcher with Media Tenor International based in Zürich. Mr Gawthorne is involved in media content analysis for corporate, NGO, universities and political clients, as well as strategic development of analytical instruments and reporting techniques. Born in Australia, Mr Gawthorne studied Communications and Linguistics before moving to Switzerland where he has lived and worked for the past 7 years.