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Towards a Public Relations' Agenda Setting Theory

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ABSTRACT Limited attention has been paid to inputs into the agenda setting function of the media. Many studies were content with examining how media agenda affects the public as well as the policy agenda and vice versa. This paper takes the position that public relations sources by engaging in what Oscar H. Gandy Jr. calls information subsidies – press releases, statements, conferences and “news commercialization” etc – have tremendous inputs into media content. The specific way, in which this is achieved is through the continuing efforts by public relations practitioners to build goodwill and favourable image for those they represent.