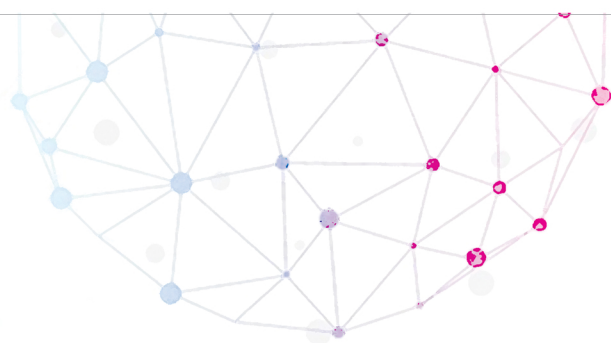




AINARA LARRONDO / KOLDO MESO / ANNA TOUS // COORDS.

# SHAPING THE NEWS ONLINE

A COMPARATIVE RESEARCH  
ON INTERNATIONAL QUALITY MEDIA



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A comparative research on international quality media

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Ainara Larrondo, Koldo Meso e Anna Tous

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# The International Online Media Agenda. New Media, Old Agenda

Javier Odriozola Chéné (Pompeu Fabra University)

## 1. Introduction

The media agenda effects have been leading the dominant paradigms since the beginning of the communication research. Nowadays, around a paradigm which seeks to integrate different schools and theories (Rosengren, 1993), the communication researchers assume both the active role of the audience, when interpreting the messages produced by media, and their powerful effects, but limited.

For last ten years, the ability of mainstream online media to engage new audiences has been making possible the emergence of research projects focused on the study of the online media agenda (Greer and Mensing, 2006; Quandt, 2008; Van der Wurff *et al.*, 2008). Relying on concepts such as immediacy or mass distribution, these new media are configured as one of the basic elements on the analysis of the media agenda and its powerful effects on the public agenda.

In this context, we are able to wonder about the configuration of this online media agenda. Could we assure that online journalism applies the same criteria on the selection and hierarchization process of the news? Could we verify changes on the news production process of the online media? These issues are fundamental when we want to know the social effects of the communication that result from the collective impact of the media. This impact is defined by Maxwell McCombs (2012) as the process of civic osmosis.

[Shaping the news online:  
a comparative research on international quality media, pp. 79 - 104]

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