



ESRC USE ONLY:

Date:

Acknowledged:

Reference No.

1. PRINCIPAL APPLICANT

Title	Initials	Surname	Date of Birth
Dr	O	LINNE	27 06 41
			D D M M Y Y

Post held Senior Lecturer

2. DEPARTMENT AND INSTITUTION of Principal Applicant and Administrating Institution for all correspondence.

Department Centre for Mass Communication Research

Institution University of Leicester

Full address 104 Regent Road, Leicester LE1 7LT

Official Telephone Number 0533 523863 Extension
 (including STD Code)

3. CO-APPLICANTS

Mr	A	HANSEN	10 06 57
			D D M M Y Y

Post held Lecturer

Department Centre for Mass Communication Research

Institution University of Leicester

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Post held _____ D D M M Y Y

Department _____

Institution _____

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Post held _____ D D M M Y Y

Department _____

Institution _____

4. TITLE OF RESEARCH (Not more than 80 characters)

AGENDA BUILDING PROCESSES AND THE ROLE OF THE MASS MEDIA IN THE ENVIRONMENT DEBATE

5. BRIEF DESCRIPTION OF RESEARCH

Drawing on agenda-setting and agenda-building theory, as developed within both mass communication research and the political science literature, the study will examine the role played by the mass media in the construction and rapid development of public and political debate on the environment during the period 1987-1990.

6. AMOUNT Requested £ 4 6 1 1 0

7. DURATION Start Date 0 1 0 4 9 0
 D D M M Y Y

Period Requested 1 8 Months

8. FINANCIAL DETAILS						
STAFF		ANNUAL COST (1st April-31st March)				TOTAL £
GRADES AND STARTING POINTS		Year 1	Year 2	Year 3	Year 4	
POST 1: Research Associate		£	£	£	£	£
GRADE: 1A	Salary	12879	6764			
(Scale & Point) Point 5	Superannuation	2371	1245			
Name (if known)	National Insurance	941	492			
SUB-TOTAL		16191	8501			24692
POST 2: Research Assistant						
GRADE: 1B	Salary	11088				
(Scale & Point) Point 3	Superannuation	2038				
Name (if known)	National Insurance	822				
SUB-TOTAL		13948				13948
POST 3:						
GRADE:	Salary					
(Scale & Point)	Superannuation					
Name (if known)	National Insurance					
SUB-TOTAL						
POST 4:						
GRADE:	Salary					
(Scale & Point)	Superannuation					
Name (if known)	National Insurance					
SUB-TOTAL						
TOTAL STAFF						
EQUIPMENT (SPECIFY)						
Audio tapes for recording of interviews		90				
SUB-TOTAL		90				90
TRAVEL & SUBSISTENCE (UK)						
Travel for interviews		1200				
SUB-TOTAL		1200				1200
TRAVEL & SUBSISTENCE (OVERSEAS)						
SUB-TOTAL						
OTHER COSTS						
Coding and data preparation		5880				
Printing of coding schedules & questionnaires and post and telephone		300				
SUB-TOTAL		6180				6180
GRAND TOTAL						46110

9. **BREAKDOWN OF SECTION 8**

Equipment, travel and subsistence and other costs.

	£
<u>TRAVEL</u> : travelling for approximately 40 interviews, at approximately £30 per interview	1,200
<u>CODING AND DATA PREPARATION:</u>	
3 Coders for 10 weeks each at 35 hours/week at £4/hour	4,200
2 Assistants for data-preparation (transcription of interviews and entering of data into computer) for 6 weeks each at 35 hours/week at £4/hour	1,680
<u>POST, TELEPHONE AND PRINTING OF CODING SCHEDULES AND QUESTIONNAIRES</u>	300

10. **DUTIES OF POST-HOLDER(S)**

Please provide a brief description of the duties and period of involvement of each post for which salary is being requested.

The Research Associate will assume day-to-day responsibility for the planning and execution of the project. He/she will be responsible, together with the applicants, for (a) reviewing relevant literature; (b) for the development and piloting of research instruments including content analysis coding schedules and interview schedules; (c) for contacting sources and organising interviews; (d) for carrying out interviews with sources. For these tasks it is essential that the person employed has appropriate academic qualifications and previous practical experience of this type of research.

The research assistant budgeted for will participate in content analysis coding and will be in day-to-day charge of coders employed for the most intensive part of the analysis of media coverage; he/she will further be in charge of the management of content analysis and interview data, including overseeing the transfer of information to the computer and management of databases. The research assistant will assist the research associate in searching, acquiring and analysing the relevant records of parliamentary debate and decision-making relevant to the topics of research.

11. CURRICULUM VITAE OF EACH APPLICANT AND OF RESEARCH STAFF (WHERE KNOWN)

Olga Linne Filosofie kandidat (University of Stockholm) 1968. F.L. Filosofie licentiat (University of Stockholm) 1972. Successively Researcher, Audience Research Department, Swedish Broadcasting Corporation (1964-68); Researcher, University of Uppsala and SIDA (1969-72); Head of Media Research, Danish Broadcasting Corporation (1973-84); Senior Lecturer, Centre for Mass Communication Research, University of Leicester (1984-). Publications include: Radio Producers and their Audience: A Confrontation, Media Research, Copenhagen, 1974 (with K Veirup). Understanding Television, Council of Europe, 1977 (with K Marosi). Objectivity and the Journalists Methods of Working (with K Veirup), Gyldendal, Copenhagen 1979. Family Differences on Television in European Journal of Communication, Vol 1 (4), 1986 (with P Hartmann). 'Why do female media professionals produce male messages?' in Becker et al (eds) Communication and Domination, Ablex, 1986. On the Editorial Advisory Board of Journal of Communication, the European Journal of Communications. Head of the Sociology and Social Psychology Section of the International Association for Mass Communication Research (IAMCR).

Anders Hansen Cand.Phil. (University of Copenhagen) 1982. MA (distinction) (University of Leicester) 1982. Successively Research Assistant (1983-85) and Lecturer (1985-) Centre for Mass Communication Research, University of Leicester. Currently directing 'The Production and Presentation of Science in the Mass Media', funded by the ESRC (ref: A418254001). Recent publications include: 'Will the Government's mass media campaign on drugs work?' British Medical Journal, 1985, Vol 290. 'Constructing the crowd: Populist discourse and press presentation' In V Mosco & J Wasko (eds) Popular Culture and Media Events, Ablex, 1985 (with G Murdock). Problemas ambientales y medios de comunicacion colectiva (Environmental issues and the mass media) In Cuadernos de Comunicacion, 1986, 96 (with O Linne). The portrayal of alcohol on British television' in P Paakkanen and P Sulkunen (eds) Cultural studies on drinking and drinking problems, Helsinki, Alko, 1987 and The contents and effects of television images of alcohol, Contemporary Drug Problems, 1988, Vol. XV (2).

12. COMMITMENT TO THE RESEARCH

(Average number of hours per week).

7

13. OTHER COMMITMENTS

(Average number of hours per week).

Teaching, supervision and administration: 20
Other research 14

14. NOMINATED REFEREES:

Dr Tamas Szecsco
Mass Communication Research Centre
Akademia utca 17
H 1054 Budapest
HUNGARY

Prof George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia
Pennsylvania 19104
USA

15. COLLABORATION/CO-FUNDING:

Not applicable

16. APPLICATIONS TO OTHER BODIES:

Has support for this or related research been sought from other bodies in the past 5 years or is being sought currently? Yes/No. If yes please provide details.

No

17. PREVIOUS APPLICATIONS TO ESRC:

Please provide details of all current awards from ESRC, all awards which have terminated in the past 5 years, and all unsuccessful proposals in the last 5 years.

1. A418254001 Anders Hansen, The Production and Presentation of Science in the Mass Media, £52,314; £52,314, 1 July 1988 - 30 June 1990.
2. G00428627035 Prof J D Halloran, Barry Reeve, Anders Hansen, The Television Coverage of the Inner City, CASS award, 1 October 1986 - 30 September 1989.

18. JOINT ESRC/MOD RESEARCH GRANT SCHEME:

If applicable, would you wish your proposal to be considered under this scheme?

If yes, please tick:

19. **AIMS AND OBJECTIVES:**

Please give up to five main aims or objectives of the research. Do not exceed the space provided.

1. To contribute to the emerging literature on the part played by the press in policy making on environmental issues.
2. To examine the interaction and agenda-setting processes between political decision-making and the press.
3. To study the strategies of interest groups in reaching and influencing the press.
4. To study the strategies of politicians in reaching and influencing the press.
5. To study the portrayal over a three year period of environment, environmental protection and pollution.

20. **TIMETABLE:**

Please indicate your estimate of the number of weeks or months after the start of the research by which you will have reached the following stages. They are not necessarily consecutive.

i) Completion of all preparation and design work 4	Mths
ii) Commencement of fieldwork or material/information/data collection phase of study 2	Mths
iii) Completion of fieldwork or collection phase of study 9	Mths
iv) Commencement of analysis phase of study (substantive phase where research facilities are involved) 5	Mths
v) Completion of analysis phase of study 12	Mths
vi) Commencement of writing up of the research 12	Mths
vii) Completion of writing up 18	Mths

21. CLASSIFICATION

(a) By discipline: Please enter code number

Main Discipline Other contributory disciplines

(b) By type: Please tick the appropriate box:

Basic Applied strategic Applied specific

22. STATEMENT FROM HEAD OF DEPARTMENT ADMINISTERING THE APPLICATION

As Head of Department I certify that this proposal has my full support, and that all necessary facilities as expected from a 'well-found' department will be provided.

Additionally, the department will contribute to the cost of the proposed research by making available the newspapers from the three year period which is to be analysed.

23. STATEMENT FROM DIRECTOR OF COMPUTING CENTRE

I confirm that all necessary computing services for this project will be provided. The cost of those below are requested additionally for the reason stated.

Signed D. L. Fisher Date 14/8/89

24. DECLARATION

We have read the regulations and conditions of grant in the current edition of the booklet "ESRC Research Funding" and agree to abide by them and any additional conditions attaching to any research grant offered and accepted as a result of this application. We have not entered into obligations which conflict with ESRC's research grant conditions, including obligations to third parties incurred in regard to ownership and use of research results and patents.

	SIGNATURE(S)		DATE
Applicant(s)	<i>By Anne</i>	<i>Andrew...</i>	14/8/89
Head of Department	<i>[Signature]</i>		10/8/89
Administrative Authority Position held:	<i>[Signature]</i> Assistant Registrar		14/8/89

25. RESEARCH PROPOSAL

THIS SECTION SHOULD NOT EXCEED 2,000 WORDS OR 6 PAGES (SEE NOTES).
You should continue on paper the same size. Each page should be numbered

AGENDA BUILDING PROCESSES AND THE ROLE OF THE MASS MEDIA IN THE ENVIRONMENT DEBATE

OBJECTIVES

Through a detailed study of the agenda building process in the area of environmental issues, the study seeks to contribute to the emerging literature on the part played by the mass media in the policy making and public 'agenda-setting' processes.

The research will involve the following empirical components: (a) Interviews with representatives from pressure groups concerned with conservation and environmental issues; (b) Interviews with politicians involved with environmental issues; (c) Analysis of Parliamentary debates and political documents on the environment; (d) A systematic analysis of a random selection of general press coverage of environmental issues during the period Autumn 1987 to Autumn 1990, together with a detailed analysis of the media coverage during this period of selected key environmental issues (e.g. ozone depletion, chemical and nuclear waste disposal, water privatisation).

BACKGROUND AND THEORETICAL FRAMEWORK

The radical developments, which have taken place in political and public debate about environmental issues during the last two years, offer a useful opportunity for an historically anchored process-oriented analysis of the role played by the mass media in relation to the emergence, definition and placing on the public and political agenda of 'new' social problems.

The last two years have witnessed a significant development and change in the political climate surrounding environmental issues. From a situation in 1987 where the British political climate was characterised by a distinct unwillingness to yield to growing international pressure (following for example the publication of the United Nations document 'Our Common Future') on such issues as 'acid rain' and 'pollution of the North Sea', the political climate, and particularly governmental rhetoric on the environment, changed dramatically during 1988. A significant political milestone in this development was the Prime Minister's 'green speech' in September of 1988, but other important events/issues which played a key role include controversies about the reception and treatment of chemical waste, the storage of nuclear waste, the relationship between pollution and the wide-ranging death of seals in British waters, ozone-depletion, and drinking water standards and the privatisation of the water authorities.

These developments have been widely reported, and in some instances the case for wider awareness and concern about the environment have been championed by the mass media. Departing from a more traditionally media-centred approach in communication research, the proposed study will seek to examine the interaction between the mass media agenda on environmental issues and political decision-making in this area.

The proposed project will draw on and contribute to the development of a number of wider theoretical frameworks. On a macro-sociological level, the project will seek to combine and develop existing agenda-setting and agenda-building traditions within both mass communication research and political science research. While each of these two 'research disciplines' has relatively well established strands of research on agenda-setting/building processes, the recognition that a more holistic perspective on social processes would need to be informed by both has only recently begun to emerge.

Agenda-setting studies within mass communications research have focused primarily on the relationship between the way the mass media present issues - the relative prominence they give to different issues, and the way they frame such issues - and the salience they have for different publics (e.g. McCombs and Shaw, 1972; and attempts at using agenda-setting theory in relation to media coverage and public debate about the environment, Atwater et al, 1985; see also the critique in Hansen & Linne, 1987). But there have been few attempts at analysing the role of the media in the wider social processes underpinning and leading to the development and construction of 'agendas' for public debate and political decision making (significant exceptions include Gandy, 1982; Lang & Lang, 1983; Protesse et al, 1987).

Similarly, the agenda-setting literature within political science research has focused rather narrowly on the relationships and interactions between, on the one side, lobbies, pressure groups, and campaigning organisations, and on the other, political decision makers, but has had relatively little to say about the role of the mass media (e.g. Cobb and Elder, 1972; Kingdon, 1984).

It is one of the primary objectives of the proposed research to begin to combine these two traditions by placing the analysis of the mass media in the context of a wider analysis of political decision making and of the strategies pursued by environmental groups.

At an equally macro-sociological level, the project will draw on research on the emergence of 'new' issues for social debate, and on the social and political definition of such issues as social problems for public debate and action (Mauss, 1975; Spector & Kitsuse, 1977; Shoenfeld et al, 1979). Of particular interest here is the gap which often exists between, on the one hand, the types of environmental problems which are singled out for 'public concern' in political and wider social debate, and on the other, the types of environmental issues which environmental and other scientists and experts consider to pose the most serious and significant problems (Lowe & Morrison, 1984).

At a more media-centered level, the project will draw on and contribute to our understanding of the processes which influence the 'production' of media coverage. Other research in this area

have pointed to the importance of a range of media related factors, including: the size of media organisation (Perlman, 1974; Friedman, 1986); the professional beliefs, 'status' ('specialists' or 'general' reporter), and qualifications of journalists covering environmental issues (Dunwoody 1979; Ryan & Dunwoody, 1975; Lowe & Morrison, 1984); the professional beliefs, policies and practices of editors (Endreny, 1985; Johnson, 1963); the growth of information and public relations officers within both public and private sector organisations, institutions and companies (Rogers, 1986; Dunwoody & Ryan, 1983; Heath & Nelson, 1986).

The proposed project will focus in particular on the role played by a range of 'sources' and source-types in the construction of media coverage. Two internationally prominent media researchers (Gurevitch & Levy, 1985) have recently pointed out that research on the relationship between 'sources' and 'communicators (media professionals)' is still relatively undeveloped. It is the aim of the proposed project to contribute to an empirically grounded analysis of the role played by sources, and the source-communicator relationship, in the production of media coverage of environmental issues.

RESEARCH DESIGN

At the Centre for Mass Communication Research we are currently interviewing journalists and editors reporting on environmental issues in The Daily Telegraph, The Times, The Independent, The Guardian, The Mirror, The Sun and The Daily Mail. The interviews are tape-recorded in-depth and dwell on which sources the journalists find important, balanced, trustworthy, not misleading, etc. The interviews also take up the journalists' views of the rapid development of various groups interest in the environment and their views on agenda-setting, agenda-building and the internal and external pressure they are working under. The information from this study forms the base for the selection of the sources for the proposed study.

The study will involve the following empirical components:

- (1) Interviews with environmental interest groups.
 - (a) Interviews with Friends of the Earth and Greenpeace
 - (b) Interviews with two established conservation groups
 - (c) Interviews with two local, single-issue, ad-hoc environmental groups.

A total amount of 20 in-depth tape-recorded interviews will be carried out.

- (2) Interviews with politicians involved with environmental issues
 - (a) Interviews with MPs representing the Conservative Party, the SDLP, the Labour Party and the Green Party.
 - (b) Interviews with selected local politicians representing the Conservative Party, the Labour Party, the SDLP and the Green Party.

A total amount of 20 in-depth tape-recorded interviews will be carried out.

The interviews with the representatives for interest groups and politicians will dwell on the following areas:

How do politicians and representatives for interest groups look upon their own role, the journalists' role and the role of the media in the debate about environmental issues?

What strategies do the politicians and the representatives for interest groups use in order to 'reach' the journalists?

What organisational factors influence the politicians and the representatives for interest organisations?

- (3) Analysis of Parliamentary debates and political documents on the environment.

The analysis of this material will be compared with the content analysis of the seven newspapers. The point of interest is what themes are debated in the Parliament and what themes are covered by the press? Which 'voices' and 'actors' are listened to by the press and who are excluded?

- (4) A systematic content analysis of press coverage of environmental issues during the period Autumn 1987 to Autumn 1990.

The content analysis will cover the newspapers where the interviews of journalists and editors were carried out. The Daily Telegraph, The Times, The Independent, The Guardian, The Mirror, The Sun and The Daily Mail.

The content analysis will focus on the following central questions:

How is environment, environmental protection and pollution described during this three year period?

What themes are covered and what themes are not (comparison with parliamentary debates)? What themes are the dominant ones?

Which 'voices' and 'actors' are dominant in the press coverage - and how do they contribute to the media definition of various environmental problems?

REFERENCES

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- COBB, R W & ELDER, C D (1972)
The politics of agenda building: an alternative perspective for modern democratic theory. Journal of Politics 33 pp 892-915.
- DUNWOODY, S (1979)
News-gathering behaviors of specialty reporters: a two-level comparison of mass media decision-making. Newspaper Research Journal 1(1) 29-39
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In S M Friedman et al (eds) Scientists and journalists. London & New York: The Free Press
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Journalism Quarterly 60 pp 647-656
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- HEATH, R L & R A NELSON (1986)
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HILGARTNER, S & BOSK, C L (1988)

The rise and fall of social problems: A public arenas model.
American Journal of Sociology 94 (July) pp 53-78

KINGDON, J W (1984)

Agendas, alternatives and public policy. Boston: Little & Brown

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The battle for public opinion. The president, the press, and the polls during Watergate. New York: Columbia University Press

MCCOMBS, M & SHAW, D L (1972)

The agenda setting function of mass media. Public Opinion Quarterly 36 pp 176-187

MAUSS, A (ed) (1975)

Social problems as social movements. Philadelphia: Lippincott

✓ PERLMAN, D (1974)

Science and the mass media
Daedalus 103 pp 207-222

PROTESS, D L et al (1987)

The impact of investigative reporting on public opinion and policymaking. Public Opinion Quarterly, 51, pp 166-185

ROGERS, C L (1986)

The practitioner in the middle
In S M Friedman et al (eds) Scientists and journalists
London & New York: The Free Press

RYAN, M & DUNWOODY, S (1975)

Academic and professional training patterns of science writers.
Journalism Quarterly 52 pp 239-246, 290

SCHOENFELD, A C et al (1979)

Constructing a social problem: the press and the environment
Social Problems 27(1) 38-61

THE WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT (1987)

Our common future. Oxford: Oxford University Press.

PROPOSAL NO. IR-8920864	INSTITUTION Univ of Md College Park	PLEASE RETURN BY 10/12/89
PRINCIPAL INVESTIGATOR Marjorie Ferguson	NSF PROGRAM ETHICS AND VALUES STUDIES	
TITLE The Role of International Television in Framing Public Perceptions of Ethical and Value Issues in Global Environmental Debate		

Please evaluate this proposal using the criteria presented on the back of this review form. Continue on additional sheet(s) as necessary.

This is an ambitious proposal by an experienced and competent investigator. Institutional resources appear to be adequate and the proponent's recent productivity is impressive.

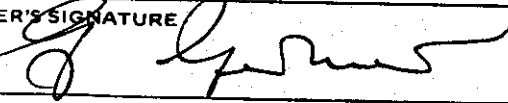
The proposed problem is significant and the design is comprehensive and imaginative. If successful, it would make important contributions to the understanding of ethical and value issues in the global environmental debate.

However, the proposal is lacking in important operational and methodological detail. Data bases for archival research are not identified and seem to be limited to news coverage, whereas the largest exposure may in fact be in dramatic and documentary presentations. The proposal for search for existing service data is even more vague and sketchy. Dimensions of content analysis (themes, elements of dramatic narrative and characterizations, just how "values" will be observed, identified, recorded, and analyzed -- all essential to a credible proposal) are not identified and seem not to have been thought about at all. Similarly, no interview schedules or even lines of interviewing are given. Finally, "case studies as sources of ethnographic data" (whatever that means) is alluded to but neither explained nor specified. In sum, the proponent has not developed the kind of specificity about procedure and methodology (data bases, content analytical and interview techniques, etc.) that would be necessary for a credible research proposal.

This is an interesting and potentially significant proposal and the proponent should be encouraged to develop the operational specificity necessary for the proposal to be fairly evaluated.

Confidentiality of reviewers will be kept confidential to maximum extent possible.

EXCELLENT
 VERY GOOD
 GOOD
 FAIR
 POOR

REVIEWER'S SIGNATURE


REVIEWER'S NAME (TYPED)

**Dr. George Gerbner
Annenberg School of Communications
University of Pennsylvania**

SUGGESTED REVIEWERS (OPTIONAL)