

## **Interaction of processes of the news agenda setting in the russian regional media system (as exemplified by the republic of tatarstan)**

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### **Abstract**

Scientific understanding of the issue of agenda setting with the help of mass media allows identifying and developing certain ideas about the mechanisms of media influence on the mass consciousness by designing different agendas and revealing some problem areas of their semantic content. Based on the fact that an agenda influences the authorities' formation process through the media practices and operation of mass media is defined as a method of forming a social majority opinion, the process of creating an agenda on different levels of TV channels was analyzed using a content analysis from the point of impact of a federal agenda on a regional one. The special features of this process include: traditional form of media presentation - a television interview - is an important agenda setting mechanism; it performs the functions of content adaptation for the audience, accumulation of the major thematic directions of an agenda, ranking, formatting, and management of a variety of agendas. An ambivalent nature of the agenda setting process is noted, when public and corporate interests encounter, which leads to an avalanche-like growth of agendas on the federal channel and containment of the process in the region. The main characteristics of access points to an agenda on the federal and regional levels are highlighted by four parameters: knowledge, degree of coordination, institutionality, conformity to norms. Compliance with the public and group interests and conformity with the personal and group interests are fundamental among them. Access to the agenda coordination system, formal or informal status, legitimacy and formal character of an event are also important. Thus, the main characteristics of access points to an agenda become crucial, they focus on value judgments and national interests. The real features of described events, which mutually condition and constrain each other, are behind them. When different levels of channels set their agenda, they use direct and indirect influence on each other; it results in a general news model with identical thematic dominants, common forms of media presentation, similar genre composition of the news content. However, the federal TV channel is characterized by the predominance of public agenda, while personal and group agendas manifested in covering local topics and partial projection of nationwide issues on the region are specific to the regional TV channel.

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### **Keywords**

Agenda, Media, Media agenda, Media agenda setting, Mutual influence of mass media