

# Note from the editor

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Welcome to the first issue of the *Agenda Setting Journal*; the first journal in the field of communication focusing on a single theory. Studies in agenda-setting theory started over 45 years ago and over that time the theory has exploded into an internationally-recognized, maturing and expanding theory. A search of two academic databases in 2015 included 512 articles alone (see the article by Kim, Kim & Zhou in this issue). This number doesn't account for articles written in other languages, book chapters, books, or conference papers. A quick scan of research presented at conferences always includes several presentations on some aspect of agenda setting. These conferences are not limited to communication; agenda setting research has been presented at political, environmental and health conferences to name a few.

This journal will serve as a forum for members of the agenda-setting invisible college which includes at least three if not four generations of scholars. This journal also pays tribute to the founders of agenda setting: Maxwell McCombs, Donald Shaw and David Weaver and to their invaluable contribution to the field.

We received multiple submissions and we selected four articles for the first issue that represent the breadth and depth of research of agenda-setting studies. This issue also includes an essay by Maxwell McCombs, one of the founders of agenda setting. Max in his eloquent style invokes Sherlock Holmes, his favorite fictional sleuth, to describe the trajectory of agenda-setting research.

Two articles in this issue provide a macro approach to the study of agenda setting. Yeojin Kim, Youngju Kim and Shuhua Zhou look at theoretical and methodological trends of agenda setting over the last four decades. Gabriel Weimann and Hans-Bernd Brosius discuss the impact of online media technologies and digital platforms on the assumptions of the theory. Shannon McGregor and Chris Vargo examine the relationship of Twitter usage and agenda setting. Magdalena Saldaña focuses on the compelling argument concept using two studies comparing manual content analysis and computerized-analysis tools.

A special thank you is warranted to the editorial board including Tom Johnson and Maxwell McCombs from The University of Texas at Austin, Tania Rosas-Moreno from Loyola University Maryland, Donald Shaw from The University of North Carolina at Chapel Hill and David Weaver from Indiana University Bloomington. Their contribution to the launch of this journal is to be lauded. I also want to extend my gratitude for their trust in me to serve as founding editor. Special thanks to John Benjamins Publishing Company for publishing the journal and for answering my frantic emails as I learned to manage and navigate the online submission system. For the reviewers, thank you for your insightful comments and for your excellent turn around time.

I hope you enjoy the inaugural issue. I encourage members of the invisible college to serve as reviewers and to submit articles at <http://www.editorialmanager.com/asj>. Once again welcome to the *Agenda Setting Journal* which I hope serves as Sherlock Holmes's magnifying lens making the invisible college visible.

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