ABSTRACT

DISSERTATION/THESIS/RESEARCH PAPER/CREATIVE PROJECT:
Framing Theory, Agenda Building and Information Subsidies: Using the Three Paradigms of the Zoch and Molleda Model of Media Relations in Association Public Relations

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This creative professional project explores the use of the Zoch and Molleda Model of Media Relations (2006) for the purposes of agenda building, producing information subsidies, and using framing theory. When used in the practice of media relations in association public relations, these three paradigms exhibit a strong relationship between the process of agenda building and information subsidies, and framing theory. “Each of the areas overlaps the other in informing the practice of media relations” (292).