

## AGENDA-SETTING FUNCTION OF MASS MEDIA AND THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY

### **Abstract**

*Agenda-setting is one of the fundamental mass media functions. Through exercising this function, mass media are forced to simultaneously satisfy certain material and value requirements. Material requirements are mostly internal and value requirements are mostly external. From the definition of mass media it is clear that the media are predominantly materially oriented, while the society expects from them responsibility and contributing to the community. Corporate social responsibility (CSR) is a form of practice whose goal is to implement the social good category into the business models of companies. The media which generally support such a practice and regularly denounce other economic factors for their anti-social activities, at the same time on different CSR indicators measuring continuously record poor results. Business practices of mass media is widely perceived as having questionable value. Integrating CSR into laws and statutes which define mass media functioning does not guarantee that the mass media will integrate CSR into their everyday business practice. There are two fundamental reasons for this. The first reason are professional routines and functioning patterns in mass media, and the second is money, i.e. profit. It is therefore not realistic to expect a high level of integrating ethics in the business activities of mass media. Mass media at each given time function at the top of their ethical abilities and cannot adequately satisfy the value requirements the society places in front of them.*

**Key words:** *mass media, agenda, social responsibility, public relation, framing*

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