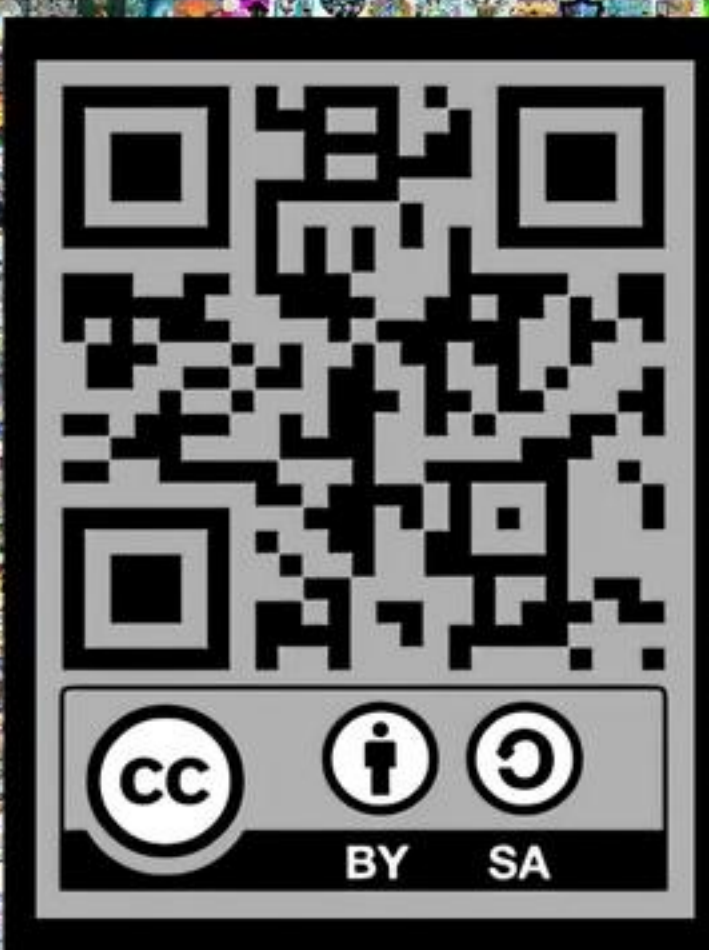
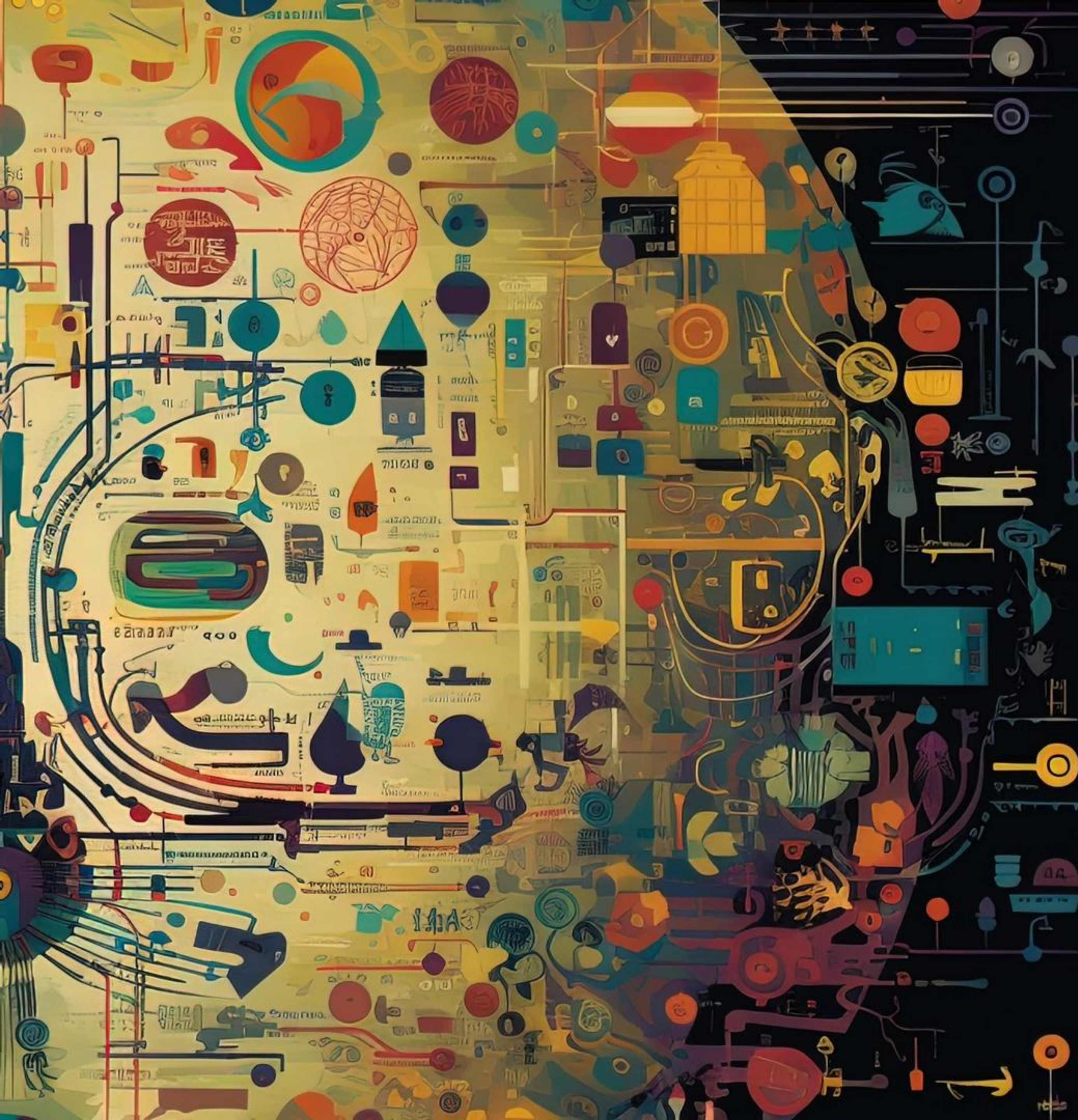


# SCHOLARLY STANZAS







## Issue-attention Cycle

The Issue-Attention Cycle is a theory that describes the pattern in which public attention shifts towards and away from social issues. It suggests that a particular issue gains attention from the media and public when it is first discovered or introduced. The issue then gains more attention as it becomes more visible and starts to affect more people. Eventually, it reaches a peak of public attention, at which point it begins to decline as people become less interested and new issues compete for attention. The theory suggests that the cycle can be influenced by factors such as media coverage, political events, and social movements. The Issue-Attention Cycle is considered an essential concept in understanding public opinion and policy making.





## Intro

There's a cycle that we abide  
A pattern that we can't hide





### Verse 1

It starts with a problem, big or small  
Something that gets our attention, we hear the call





## Verse 2

We focus on the issue, it's all we can see  
As we consume news and media, our minds are set free





Chorus 1  
Our hearts are stirred and minds are set  
We take a stance, we can't forget





Verse 3

We spread the word, we want change  
Our voices heard, were not estranged





#### Verse 4

As time goes on, we start to tire  
The momentum fades, like a dying fire





Chorus 2  
The passion wanes and were unsure  
Of what to do, we can't endure





Verse 5

The problem persists, it's not fixed  
But we look away, we've been nixed





Verse 6

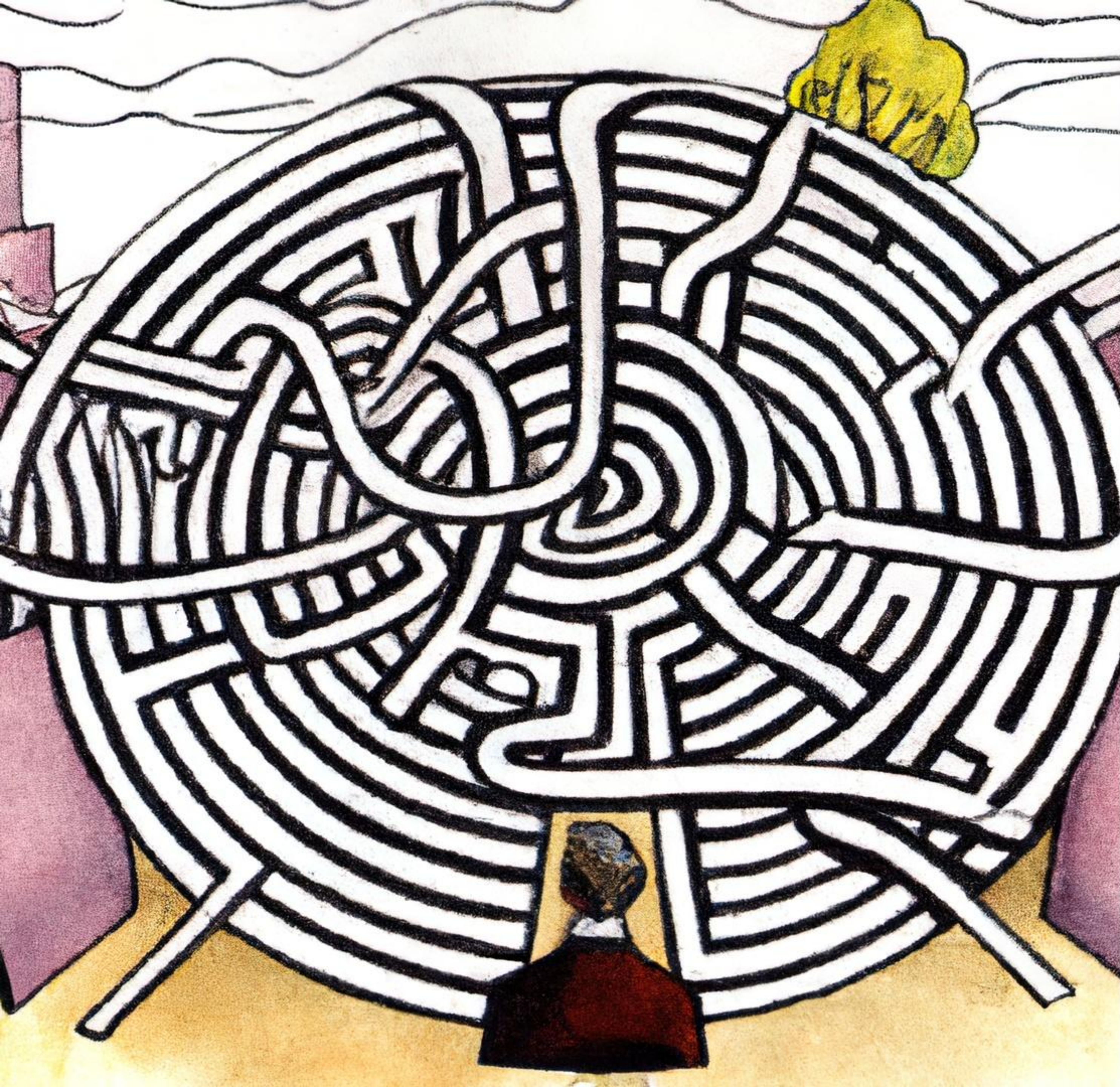
Its not forgotten, just put aside  
As we move on, we let it hide





Chorus 3  
Until it comes back, once again  
And we start over, like it's never been





## Outro

The cycle continues, it stays the same  
Until we break it, and take the reins.