

**FUNCTIONAL EXCHANGES AND CONTEXT IN POINT OF THE  
ENGLISH LANGUAGE AS “LINGUA FRANCA”.  
CASE STUDY AGENDA-SETTING CONCEPT**

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**Abstract:** *The present-day society is characterized by a wide range of channels within the framework of which communication and language have a particular role in the transmission of specialized knowledge. The function and connotation of any conversational exchange implies the subject to acknowledge the norms and expectations as regards language that are assumed by the participants in a context. The perception of the world depends on ideologies whereas the concept of power constrains language use and, therefore, communication with others; the notion of context, accounting for the situatedness of oral expression or text implies concrete properties of participants and social identities, roles, relations as well as social actions of a specific case. The article at issue is intended to demonstrate the manner in which the perspective with regard to the concept of “agenda-setting” is related to ideologies and associations, and corresponding application in diverse contexts.*

**Keywords:** *context, lingua franca, oral expression, language, agenda-setting*