

# Does the media run politics?

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# Three debate topics

## 1 Agenda Setting

→ Can the media shape the **political agenda**?

## 2 Focusing Events

→ Can media coverage lead to severe **policy changes**?

## 3 Framing

→ Can the news industry “frame” **politicians**?

# Can the media shape the “political agenda”?

**YES,**  
most of the time...

**NO,**  
not necessarily...

Rupert Murdoch  
dictates...



Voters have a choice...

# Can media coverage lead to policy changes?

**YES,**  
it certainly can...

**NO,**  
not necessarily...

Merkel's U-turn  
after Fukushima  
nuclear disaster

Technocrats govern  
(like Mario Monti)...





# Can the news industry “frame” politicians?

**YES,**

it always does...

**DSK**

German ex-President forced to resign



Christian Wulff  
GANZ  
OBEN  
GANZ  
UNTEN  
C.H. Beck



**NO,**

politicians use media to their advantage...

Obama's presidential campaign



# Conclusion...

Media and politics are in  
a tense relationship

This relationship needs  
constant rebalancing

Two challenges:

1) Legitimacy

2) Political  
disenchantment

