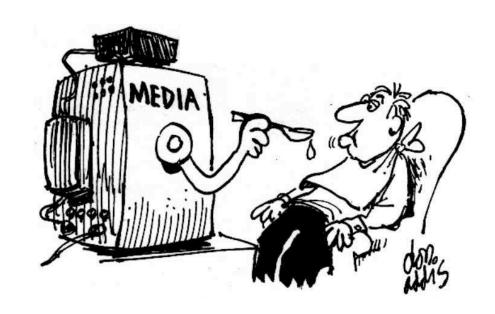
## Does the media run politics?

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### Three debate topics

#### 1 Agenda Setting

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

#### **2** Focusing Events

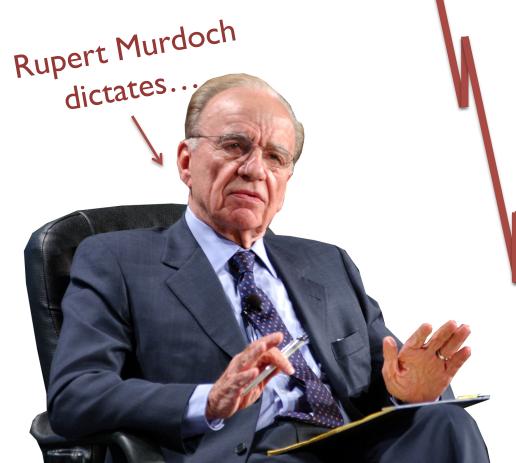
→ Can media coverage lead to severe policy changes?

#### 3 Framing

→ Can the news industry "frame" politicians?

### Can the media shape the "political agenda"?

YES, most of the time..



NO, not necessarily...



Voters have a choice...

### Can media coverage lead to policy changes?



## Can the news industry "frame" politicians?



# Conclusion...

