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…

NO, politicians use media to their advantage…

DSK

German ex-President forced to resign

Obama’s presidential campaign

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