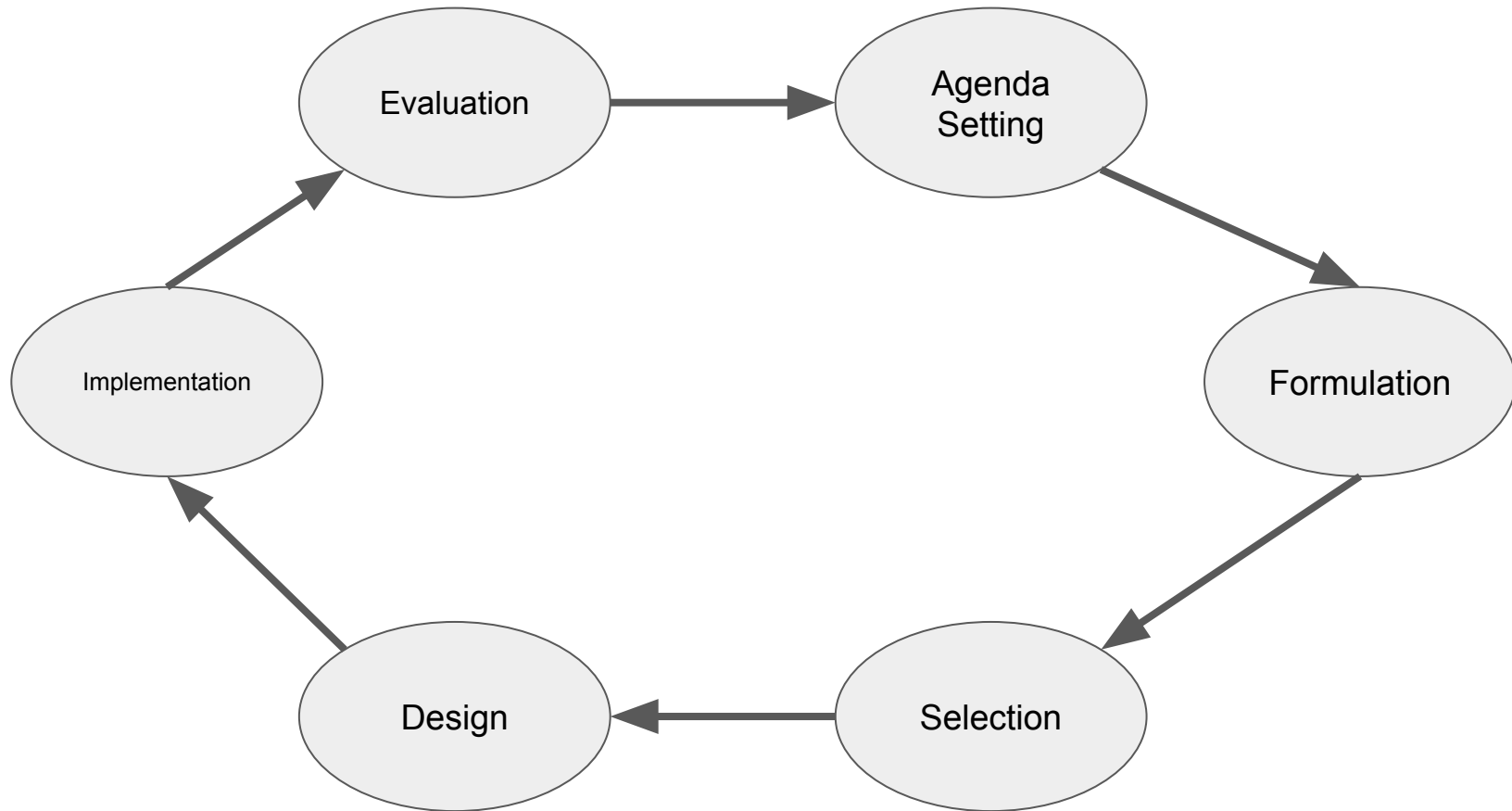
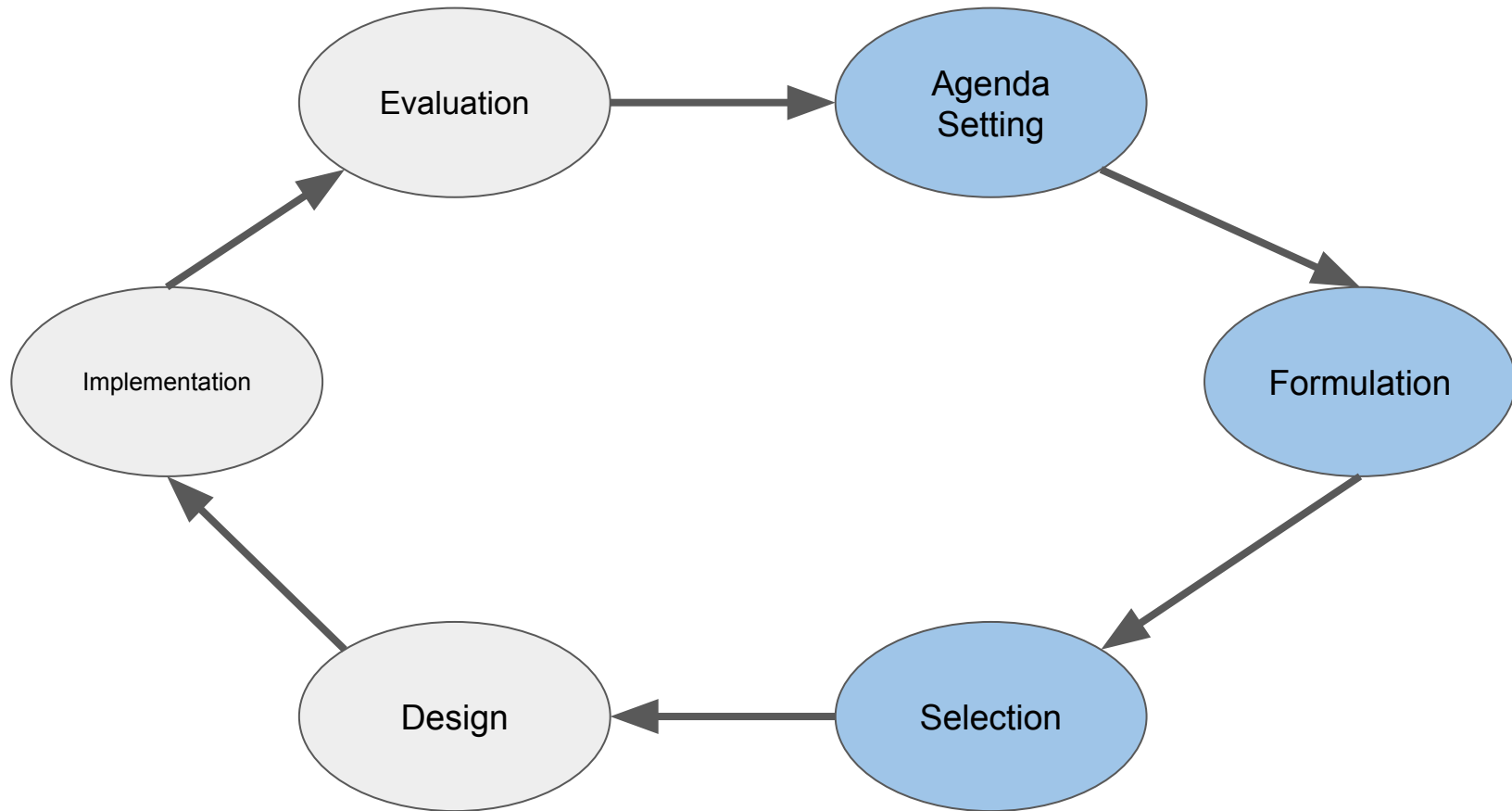


# Agendas, Salience and Power



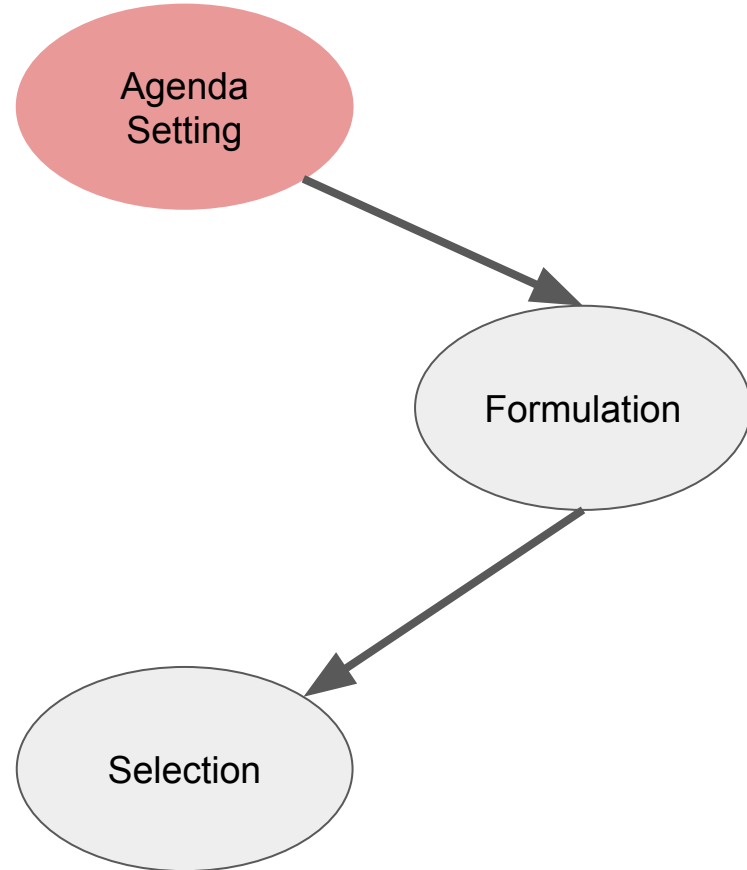


# Problem Definition

Is there a problem?

Discuss:

*How can Problems make  
the Agenda in a  
Democracy?*



## ***Salience***

*is the importance of a particular issue for a specific actor*

## ***Agenda***

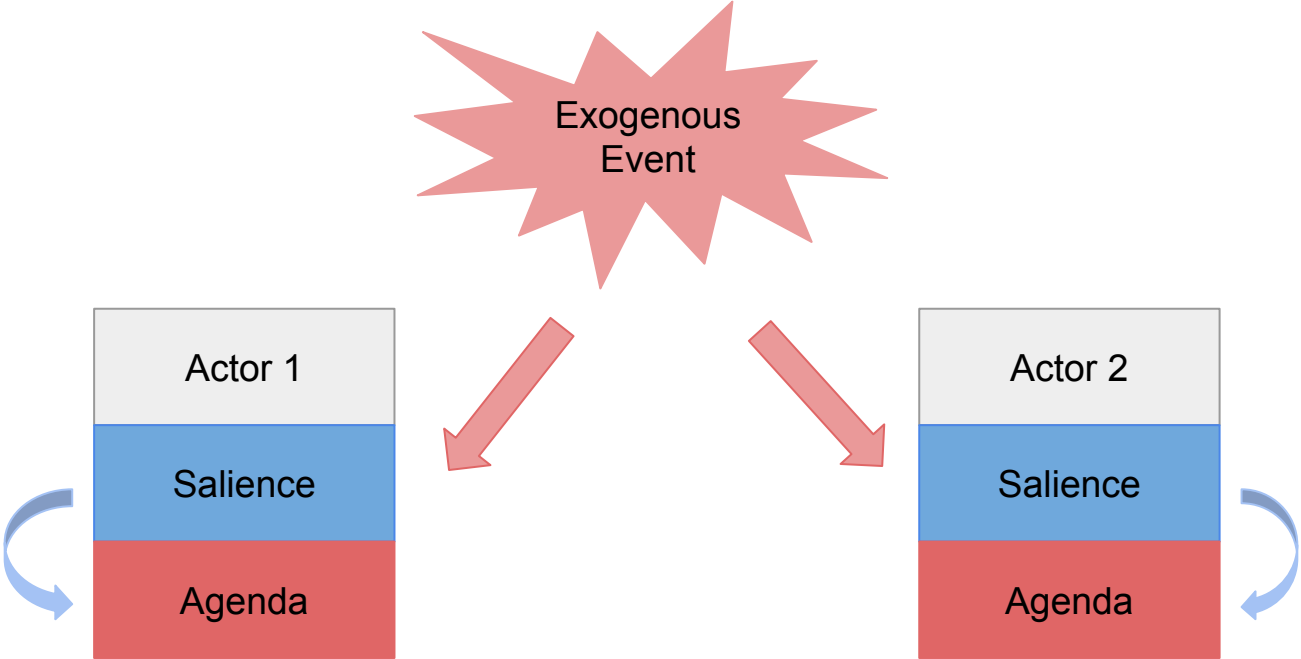
*the emphasis an actor puts on a specific issue*

## Agenda Setting



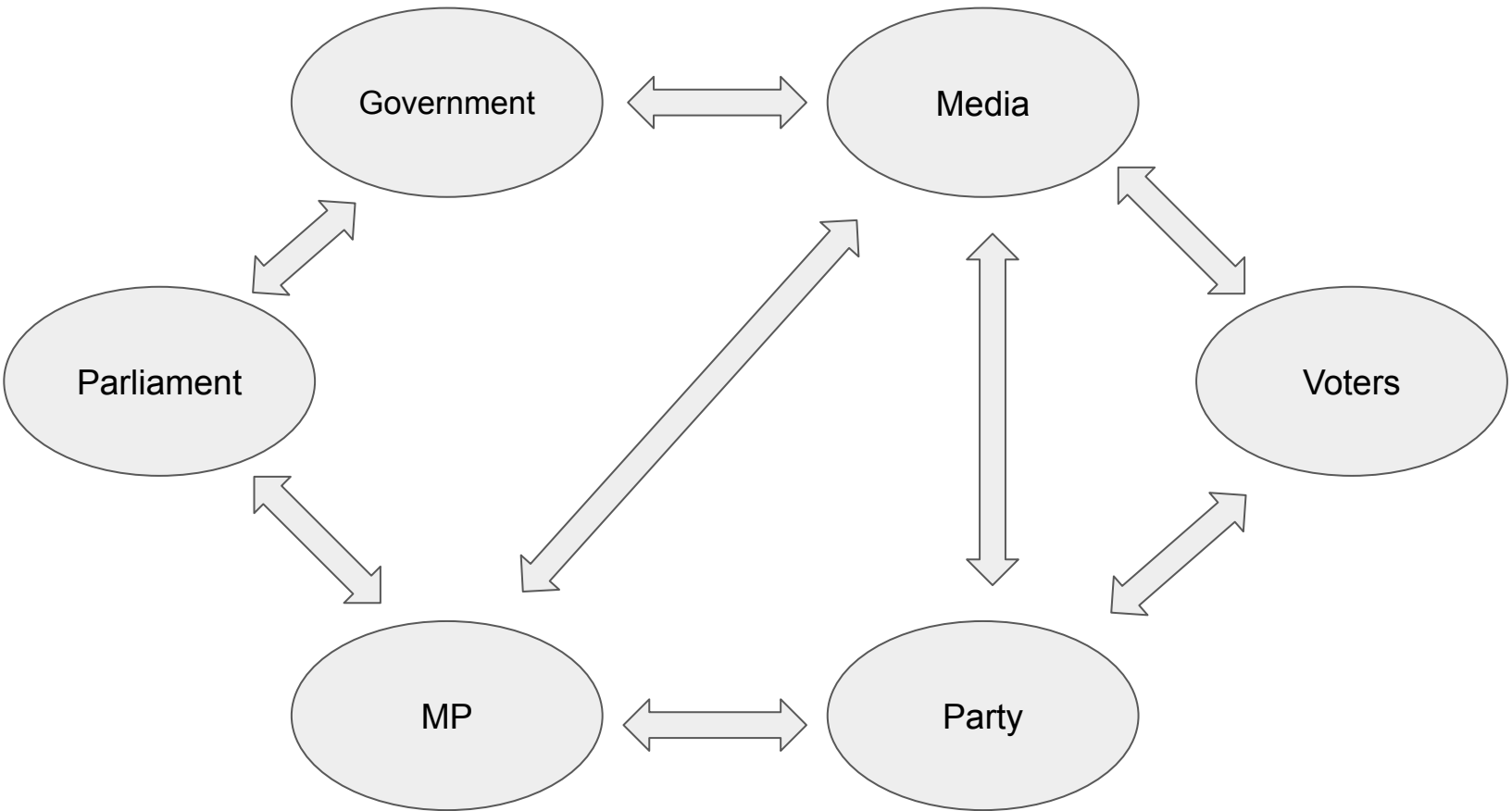
*Active versus Passive*

Exogenous  
Response

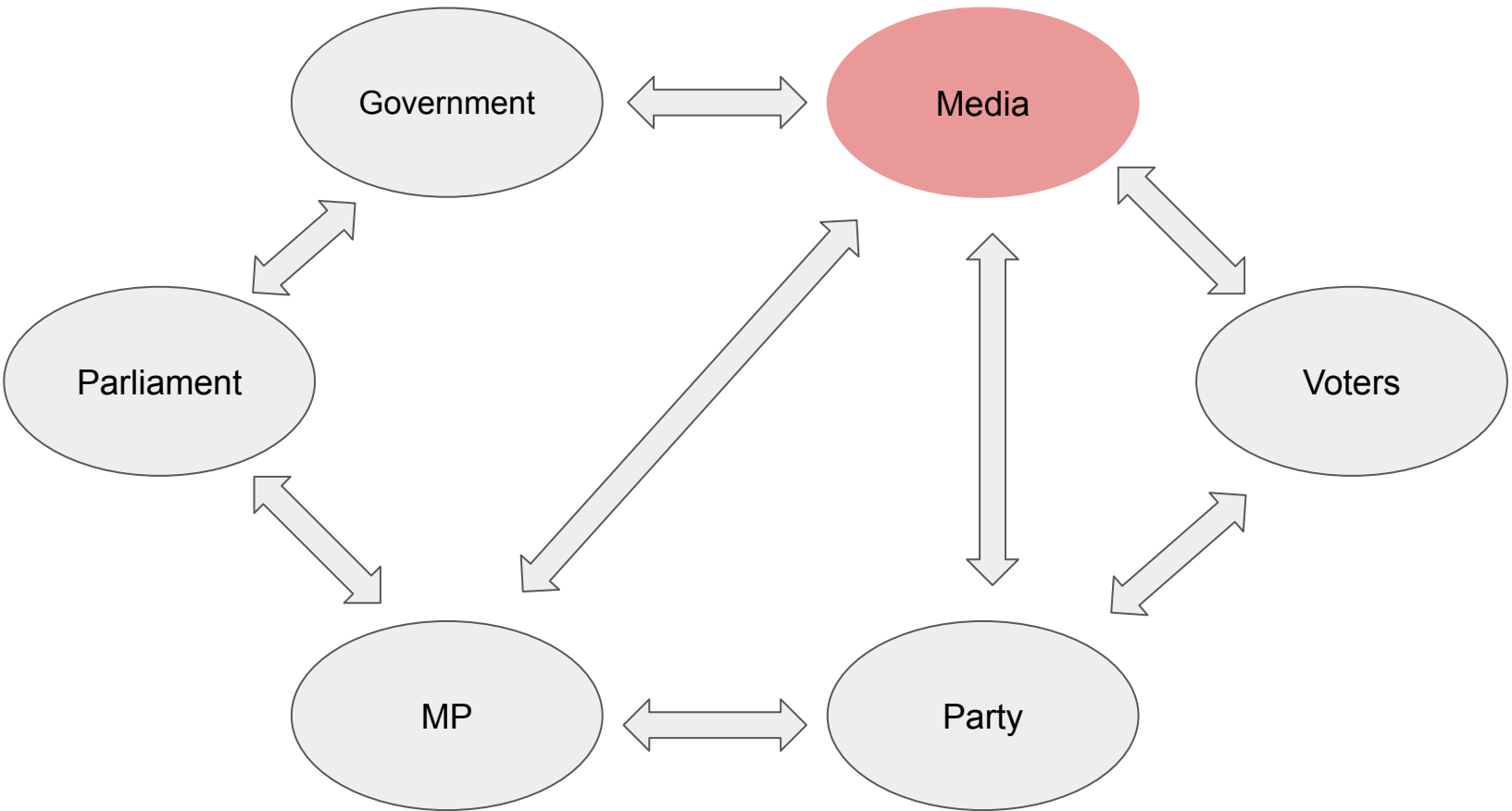




Who sets the agenda?



Who sets the agenda?

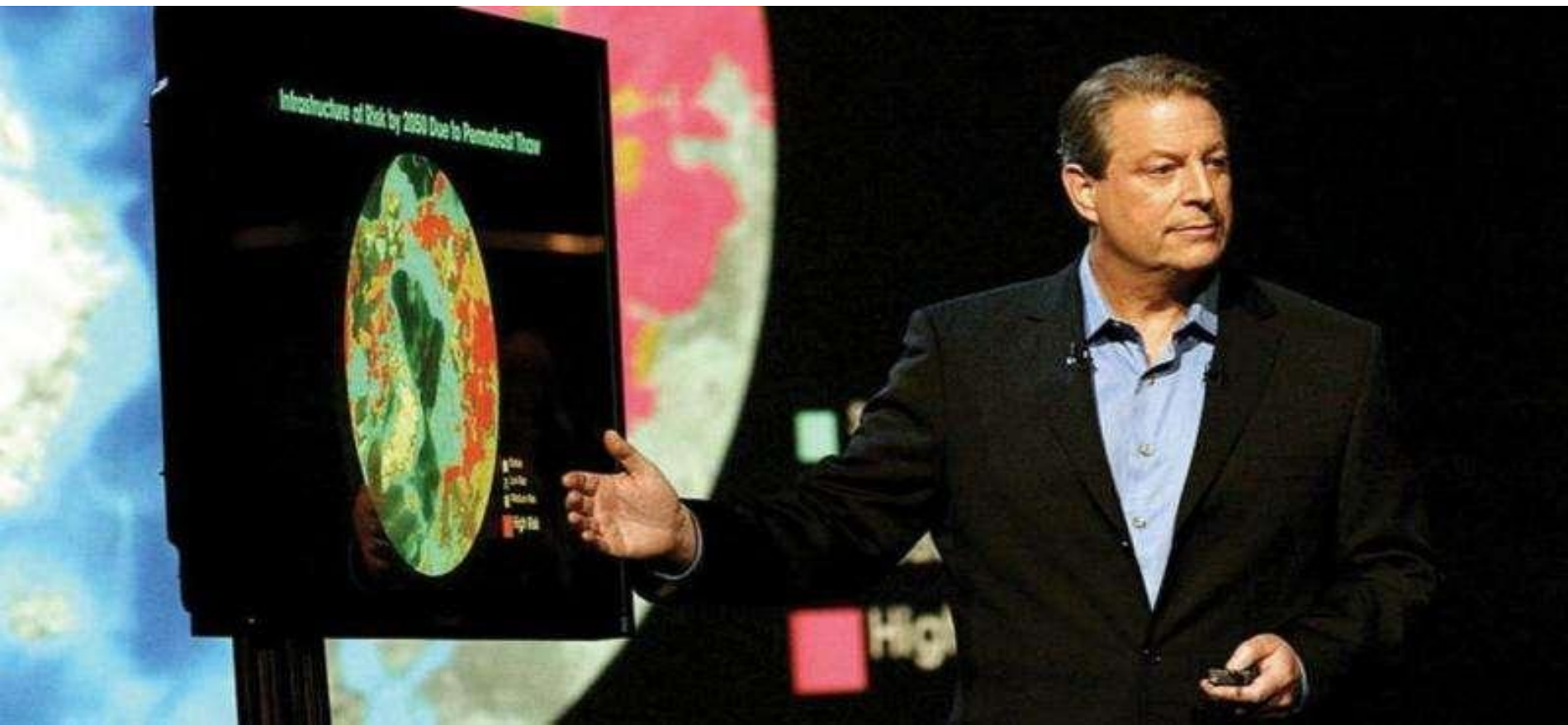


# Discuss!

*How can we conceptualize agenda setting as a form of power?*

*Find important issues that are not on the political agenda!*

Example



Why does nobody listen? Discuss!

# Climate Change as a Political Issue

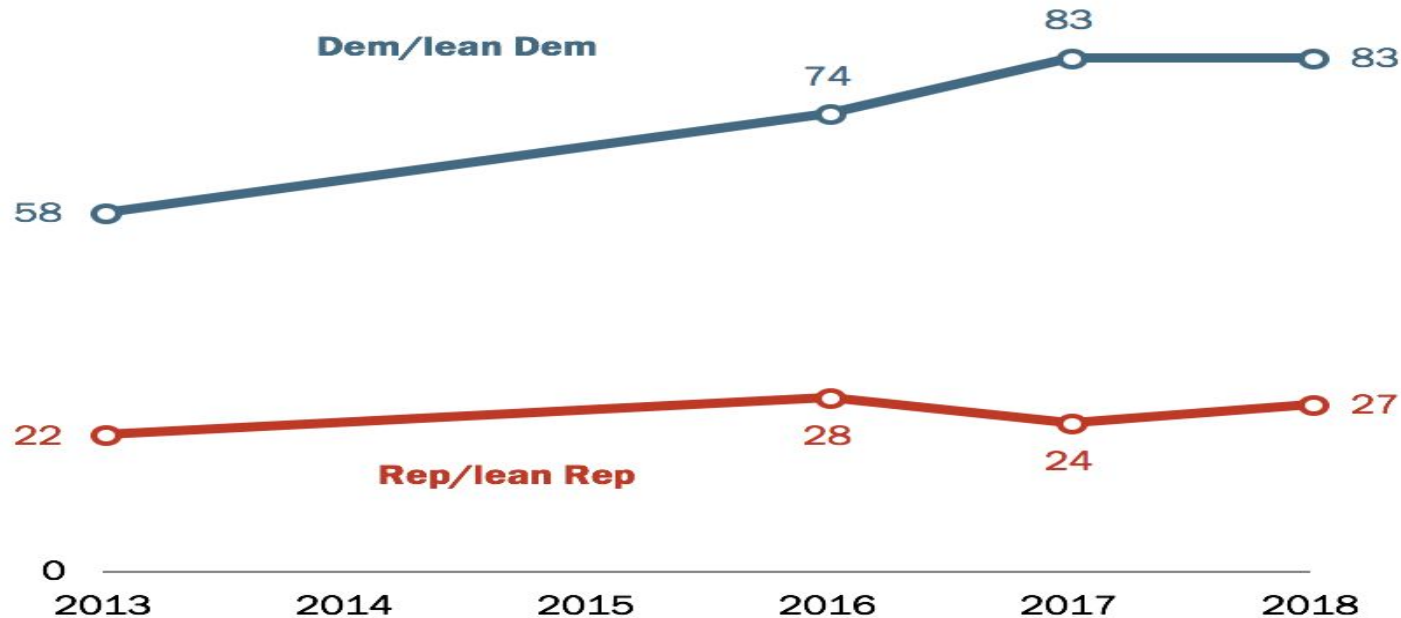
- Unforeseeable consequences on a global scale
- Requires international cooperation
- Heavy trade-off with short term economic interests
- Abstract concept
- Long term damage

Low Natural Salience in most voters

## Concerns about climate change have grown among Democrats, but not among Republicans

*Global climate change is a major threat to our country*

100 %

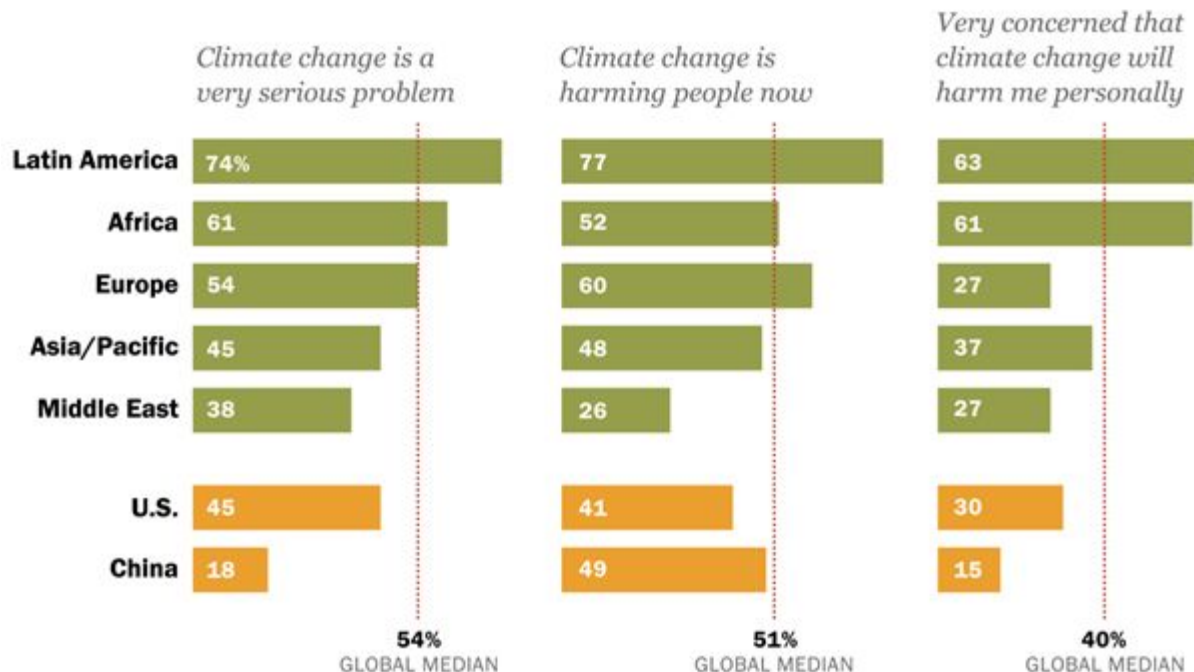


Source: Spring 2018 Global Attitudes Survey. Q22d.

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## Latin America, Africa More Concerned about Climate Change Compared with Other Regions

*Regional medians*

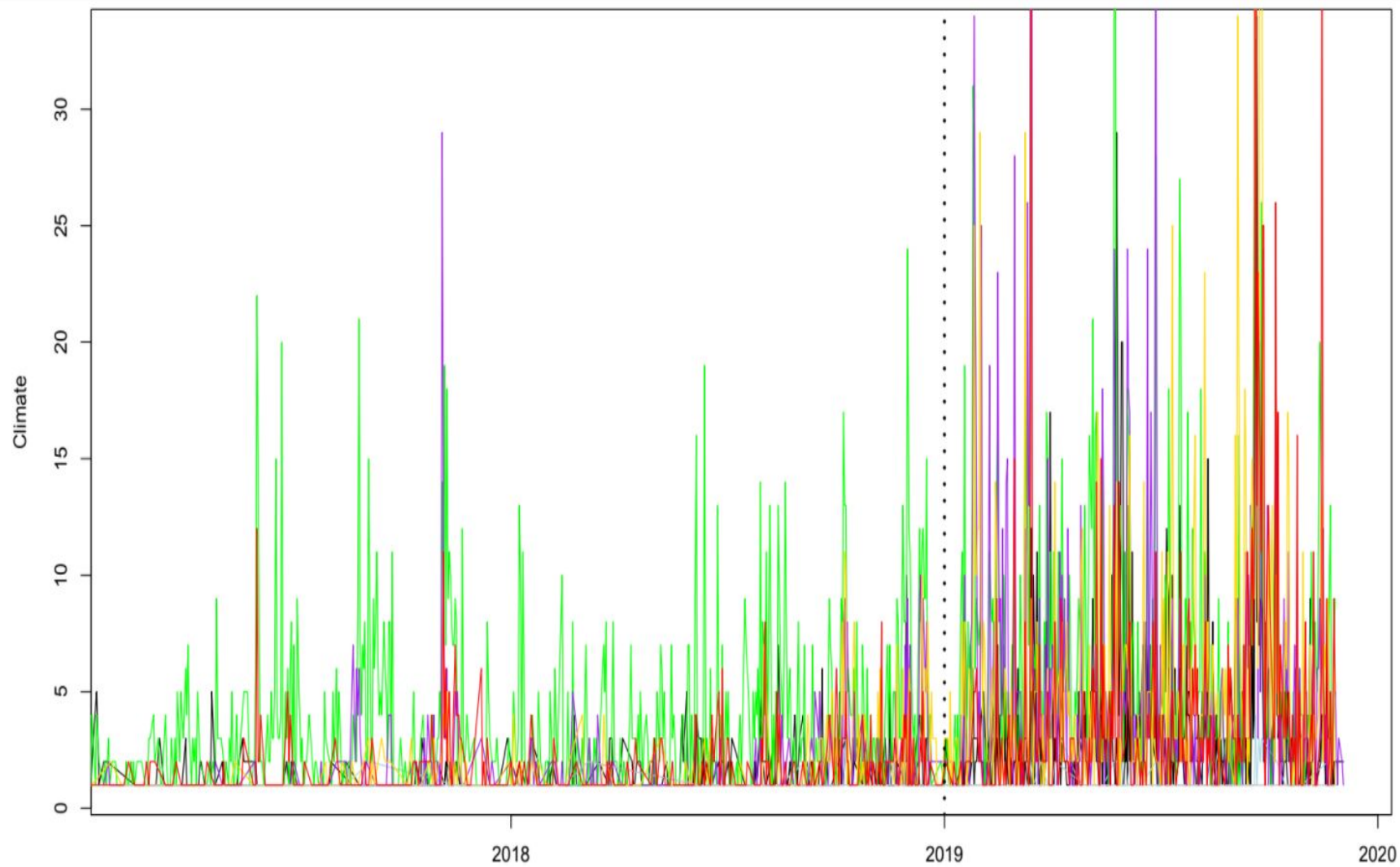


Note: Russia and Ukraine not included in Europe median. Asia-Pacific median includes China.

Source: Spring 2015 Global Attitudes survey. Q32, Q41 & Q42.







How can Actors set the Agenda on Climate Change?

Discuss!