

A partir de cette année, Sylvain Brouard organise un enseignement en Anglais sur la mise sur agenda dans les systèmes politiques contemporains. Voici la présentation du cours.

Fall 2010

**Agenda setting, issue definition and public policy**

**Monday, 9:45 – 11h15; Amphi Ellul**

***Sylvain Brouard***

***s.brouard@sciencespobordeaux.fr***

***The course will focus on the process of defining the content of the agendas – “agenda setting”***

***- and its effects. The power that stems from the ability to set the agenda is tremendous as the***

***agenda setter model exemplifies it by showing how variations in decision making rules may***

***affect policy outcomes. By allowing gate-keeping power to one agent for example, decision***

***making rules may particularly affect attention (and the lack of) to issues. Attention is at the***

***basis of agenda setting. In fact, more generally, beyond institutional rules, when no attention***

***is drawn on a specific social condition (AIDS, drought in a specific country, poverty,***

***excision, immigration, Islam, etc.) a (policy) change or action is unlikely. So some agents***

***may have incentives to push that specific social condition on the agenda to raise it as an issue***

***and conversely, some may want to block the agenda access. The way an issue is raised i.e***

***how the issue is defined, may increase or decrease attention and provide or not a compelling***

***argument. Moreover, where an issue is raised may determine its fate. Some institutional***

***venues are more sensitive to some issues or some issue definitions than others. So policy***

*entrepreneurs have incentives to venue-shopping. Nevertheless, attention is limited. So all*

*issues cannot be at the same time on the agendas. Thus, a specific pattern of agendas*

*evolution will be followed that as been described as punctuated equilibrium. The course will*

*explore in details the different analytical components of agenda setting (salience, priming,*

*framing, tone...). Several types of agendas will be analyzed as well as their interaction :*

*media agendas, public (opinion) agenda, policy agendas. The role and impact of the*

*strategies, opportunities and resources of several types of actors (media, politicians, interest*

*groups and social movement, etc.) will be discussed in the process of setting the agendas.*

*Finally how issues have risen and fallen on the political agendas over time will also be*

*analyzed in details using various examples (AIDS, tobacco, nuclear power, inflation...) from*

*different countries (USA, Canada, France, etc.).*

Veille cliquer [ici](#) pour télécharger le plan de cours complet.