

pent-up emotions were being released – emotions arising from the "poor-rich debate" long carried out in Germany and the emotions of Government representatives of one country directed at the system of an (almost) neighboring country.

The consistent, sometimes unusual communication measures carried out over the preceding six years in the Principality of Liechtenstein – close cooperation with national stakeholders in the field of external communication as part of the *Image Liechtenstein Foundation* public-private partnership, creation of the Liechtenstein brand, measures in public diplomacy and nation branding, development of suitable information materials, etc. – were helpful in the case at hand, but had not prepared Liechtenstein for the current crisis. The perspective had been too lopsided inside-out (from Liechtenstein out into the world) and had failed to take weak warning signals sufficiently seriously.

This master's thesis therefore analyzes the case "Liechtenstein and the German tax affair" on the basis of the German media reports through the lens of the two closely linked concepts of agenda setting and issue management, in order to identify the underlying structures and processes from a communication perspective. The author believes this analysis is a sensible foundation on which to establish a new, comprehensive communication concept for the Principality of Liechtenstein. Moreover, questions must be answered such as "What must an early-warning system pay attention to in future?" and "Which different levels and publics must be taken into account?"

More precisely, the present work thus has two objectives or areas of responsibility that it aims to examine and clarify:

First, the analysis of what actually happened, with the help of the "social framing of issues" model developed by Wolfgang Eichhorn within the framework of agenda setting theory; and second, an examination of whether the Eichhorn model is applicable to communication between States, or in other words, whether it can be expanded into a "transnational framing of issues" model. The case of "Liechtenstein and the German tax affair" thus serves as a concrete example to examine whether Eichhorn's theory (Eichhorn as a representative of the agenda setting theory), which he applied to social issues and issue framing processes within a society or State, is also suitable to communication between States and can also be applied to transnational issues and issue framing processes.

In Chapter 2, the concepts of agenda setting and issue management – and accordingly also the topic of crisis communication – will be introduced and the "social framing of issues" model developed by Wolfgang Eichhorn will be discussed in more detail.

Chapter 3 summarizes the overarching question, the thesis underlying this paper, and the goal of the paper. A context is provided for the thesis with a brief overview of the development of communication between States over the course of the decades and a derivation of why communication approaches that previously had been used exclusively in the private sector are now increasingly being applied to States and their Governments.

Chapter 4 discusses the methodology, especially document analysis on the basis of media reports in German news agencies and print media, which are representative of the target groups of Liechtenstein's communication. For this purpose, the time period from 1 January to