



Fig. 5: The phases of the tax affair (Source: own illustration)

From the beginning, it was interesting to observe how the *topic* of "tax affair" or "Kieber case" and subsequently the various facets of the large topics "taxes, morality and national interests" developed in the media reports.

With the help of a concept drawn as broadly as possible from the fields of *issues management* and *agenda setting*, the author set out to discover how issues were placed, followed and dealt with by whom, and how, by whom or via whom issues can be brought into the media effectively and sustainably on behalf of Liechtenstein.

In the course of her literature research on the topic areas of issue management and agenda setting, the author repeatedly came across the *model of a social framing-of-issues process* developed by Wolfgang Eichhorn (1996 and 2005). According to [www.google-scholar.com](http://www.google-scholar.com), his model is cited a total of 64 times in the literature. The model appears especially suitable since it represents a comprehensive approach to framing of issues and describes the influence processes among the actors. It therefore attempts to dissect the complexity across a broad base and make it understandable.