

Within these three arenas, the *actors* acting are those we have already found in the model of social framing of issues according to Eichhorn: interest groups, political actors, mass media, active and passive audience. In this paper, we have noted the following special features:

1. In the arena "Germany", we actually find all five groups of actors.
2. In the arena "Liechtenstein", we find all groups of actors except the mass media. The mass media do exist, but as seen in Chapter 4, they only have influence within Liechtenstein, not in other arenas.
3. In the arena "International", we find all groups of actors, but the mass media and the active and passive audience were not an object of this paper's research. They are therefore indicated with a dotted line.

The arenas – in this case the two arenas Germany and Liechtenstein – are linked by *issues*, in the present case the "tax affair" issues. Arenas may also be – and in general are in fact – linked by bilateral and multilateral agreements. In our case, all three areas are linked by the EEA Agreement, the EU Anti-Fraud Agreement, Schengen, the EU Savings Tax Directive, and other *agreements*.

Between the actors, various *processes* take place along the issues and agreements, which all are related to each other somehow and condense into a large (process, issue and actor) network.

All these occurrences take place under various *framework conditions* which surround all arenas, including the actors, like a ring, penetrating everything and only partially subject to influences:

- a. *Agenda setting*: Every actor has its own agenda that it wants to assert.
- b. *Issue management*: Every actor pursues its issues more or less proactively.
- c. *Political objectives*: Every actor pursues political objectives in the broadest sense.
- d. *The history of an issue*: The history of an issue penetrates and influences an issue and often makes resolution of the conflict impossible unless at least one of the actors breaks out and strikes out in a new direction.
- e. *Political life cycle*: The treatment of issues by the individual actors depends heavily on the actor's own position in its immediate environment; e.g. elections may be upcoming, someone has taken up a new position and must tread carefully, or this person may on the contrary have a solid position giving him more freedom to act.
- f. The *communication culture* and basic mentality of an arena (State or international organization) heavily influence the treatment of issues and characterize the development of conflicts.

Accordingly, Eichhorn's model, which in principle can also be applied to transnational communication and agenda setting with modifications, has been expanded by the following components: "arenas" in the sense of States and international organizations; "bilateral and multilateral agreements", which link these arenas in addition to issues and processes; and the influential "framework conditions".