

# Agenda Setting Newsletter



6<sup>th</sup> International Agenda Setting  
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## Joschka Fisher loses his media image to Christian Wulff

Thanks to the visa affair, Joschka Fisher can't rely on the media anymore. The new favourite of the month is the Prime Minister of Niedersachsen, Christian Wulff. Until recently very popular in the media, foreign minister Joschka Fisher received the worst media image in February from among all politicians. The prevalence of negative reporting represented 19,2%. On the other hand, Christian Wulff experiences an increase in positive reporting to become the centre of media attention. Lots of hope was put in him and he was also presented as a possible candidate for a chancellor. A comparison of the rating of all the reports showed that the CDU candidate, Christian Wulff received a total 16,4% positive prevalence. In February 2004, the prevalence of rating on Mr. Wulff was as low as -28,1%. Joschka Fisher's media image was even worse than the reporting on German Chancellor Gerhard Schröder, who is usually at the centre of media attention. Trailing behind Fisher's negative media image were Wolfgang Clement (-13,2%), Hans Eichel (-12,5%) und Jürgen Trittin (-12,2%).

Media Tenor summarised the data from 36 German opinion leading media (Print/TV) in the period 01. January 2004 to 28. Februar 2005. In total 1.772.666 statements about politicians, parties, government etc. were analysed.

