Public policymaking increasingly takes place on an international stage, drawing attention to how international bureaucracies set agendas and shape policy outcomes. This book focuses on the European Union and reveals a key strategy used to influence policymaking by one of its central institutions, the European Commission. While most scholarship on the Commission examines its formal means of influence, this book demonstrates how the Commission employs a more informal method of “strategic framing” to manipulate the ideational framework in which policymaking takes place. This method helps the Commission to privilege certain actors, institutional processes, and policy goals in pursuit of preferred outcomes. The effects of strategic framing are examined in four cases of policy change in the fields of agriculture and biotechnology.

Table of Contents

Acknowledgements
List of Tables
List of Frequently Used Acronyms

Chapter One: Introduction

PART ONE: EMPIRICAL AND THEORETICAL FOUNDATIONS

Chapter Two: The European Commission and the EU Policy Process

Chapter Three: Strategic Framing


Chapter Four: A Crack in the Armor: EU Agricultural Reform, 1988-1992

Chapter Five: Building On Momentum: EU Agricultural Reform, 1993-2003


Chapter Seven: Backlash Towards EU Biotechnology Policy, 1991-2001

PART FOUR: CONCLUSIONS

Chapter Eight: Conclusions: Framing As Strategy

Works Cited; Index
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