## Contents

List of Abbreviations 11

1 Introduction 13

1.1 The Ideational Impact of ‘Europe’ 13
1.2 The Common Agricultural Policy - A Contested Field 15
1.3 The Role of Public Discourse in the Construction of Legitimate Policymaking 20
1.4 Media Discourses on CAP Reform in Germany and Spain 22
1.5 Research Questions and Subject Matter 26
1.6 Theoretical Approach, Research Objectives and Leading Assumptions 30
1.7 Structure of the Book 32

2 Theoretical Framework 35

2.1 Sociological New Institutionalism 36
2.2 Historical New Institutionalism 39
2.3 Institutional Entrepreneurship 41
2.4 Shaping Discourse as a Key Strategy of Institutional Entrepreneurship 45
2.5 Conditions for Successful Institutional Entrepreneurship 47
   2.5.1 Cultural Connectivity and Coalition Building 47
   2.5.2 Favourable Circumstances of Institutional Entrepreneurship 50
   2.5.3 Power Games between Institutional Entrepreneurs and the Role of Critical Resources 51
   2.5.4 Bringing the Media 'back-in' - Public Salience, Newsworthiness and the Discrete Role of Mass-media Agency 53
2.6 Europeanisation in the Light of Neo-institutional and Media Theory: State of the Art and Conceptualisation 55
2.7 Research Assumptions 66