

## What factors in the policy-making process determine the priority given to a policy issue?

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### Abstract

Agenda setting is the process by which problems and alternative solutions gain or lose public attention (Birkland T. (2007), p.63; Werner J. and Wegrich K. (2007), p.46.). The main factor that determine an issue that it could become a priority, drawing the attention of decision makers, the public, reaching for it to become part of the agenda are: "Window of Opportunity", which is a strategy used by less powerful groups, which are benefiting from the fact that powerful groups in certain situations may lose control of the agenda, they manage this circumstances to make their case to the priority. Another factor are the "Focus Event" that emphasizes the fact that unexpected events that shock the public opinion, as were the cases of corruption of officials, case "Snowden" or 11 September in the USA, affecting an issue that directly lead the decision-making agenda. Advocacy coalitions, is a form that use less powerful groups by joining on the basis of certain principles, values, beliefs they have about a particular issue. This alliance of values, resources and coordination of actions helps to advance the issue becoming a priority. "Venue shop" as a factor that aims to reach groups through institutions, be heard, be able to attract the attention of decision makers, also using the media as a very important factor nowadays for sensitizing public opinion on the issue and influence in order to become a priority issue. "Policy network" has come as a need of developing a relationship between government and the private sector, thus forming a power dependency relationship mainly the exchange of resources and thereby influencing the political agenda on particular issues.

Therefore in this article I will try to argue that these factors affect in various ways becoming determinant that the issue be the priority on the decision agenda.

Also, I can say that after the development of the analysis, I think that the two factors have a greater influence in policy-process "Advocacy coalitions" and "Focus Event".

**Keywords:** *window of opportunity, policy-making process, policy issue.*

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