**THE SCHATTSCHEIDER MODEL- “POLITICS IS CONFLICT EXPANSION”**

1. **Conflict among private groups**
   - Losers seek to expand the struggle to attract reinforcements

2. **The issue gains visibility through the media**
   - New forces are mobilized, including candidates, parties, and interest groups

3. **The issue reaches the agenda of government**
   - The government maintains the status quo or enacts new programs

4. **New balance of power created leading to renewed conflict**
   - Policy impact on groups and the public

**Agenda factors**
- Scope of conflict
- Other competing conflicts
- Influence and intensity of competing groups
- Range of government power and resources