

Lobbying Dynamics in the Media Coverage: Actors, Issues, Location and Timing

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Lobbying concept:

Encyclopaedia Britannica defines lobbying as follows¹:

“Lobbying, any attempt by individuals or private interest groups to influence the decisions of government; in its original meaning it referred to efforts to influence the votes of legislators, generally in the lobby outside the legislative chamber. Lobbying in some form is inevitable in any political system.

Lobbying, which has gained special attention in the United States, takes many forms. Group representatives may appear before legislative committees. Public officials may be “buttonholed” in legislative offices, hotels, or private homes. Letters may be written or telephone calls made to public officials, and campaigns may be organized for that purpose. Organizations may provide favoured candidates with money and services. Massive public-relations campaigns employing all the techniques of modern communication may be launched to influence public opinion. Extensive research into complex legislative proposals may be supplied to legislative committees by advocates of various and often conflicting interests. Substantial election campaign contributions or other assistance may be supplied to favoured legislators or executives. The persons who lobby in those ways may be full-time officials of a powerful trade or agricultural association or labour union, individual professional lobbyists with many clients who pay for their services, or ordinary citizens who take the time to state their hopes or grievances. Cities and states, consumer and environmental protection and other “public interest” groups, and various branches of the federal government also maintain staff lobbyists in the United States”.

Lobbying contents and context

What does the narratives suggest in scope and scale of the lobbying concept, context and a legitimate institution? The theory of narratives suggests that it constructs the truth and justifies the construction and collective action (Shiller, 2019). The global media coverage of the lobbying concept reveals a variety of patterns (Tichenor et al., 1970; Cronen, 1973; McCombs and Shaw, 1972; McCombs et al., 2000).

¹ <https://www.britannica.com/topic/lobbying>

References

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Figure 1: Lobbing on the timeline

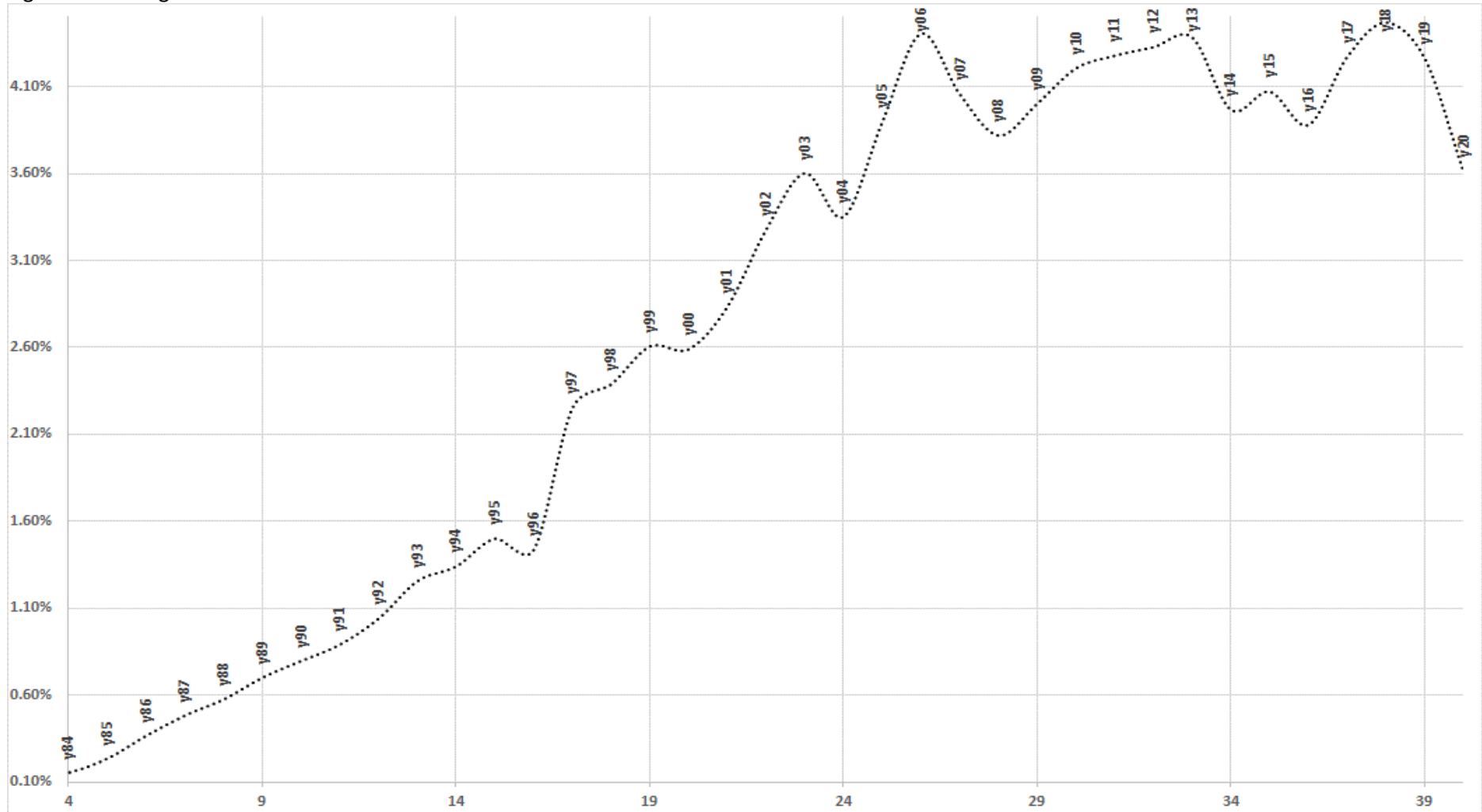


Figure 2: Lobbying organizations

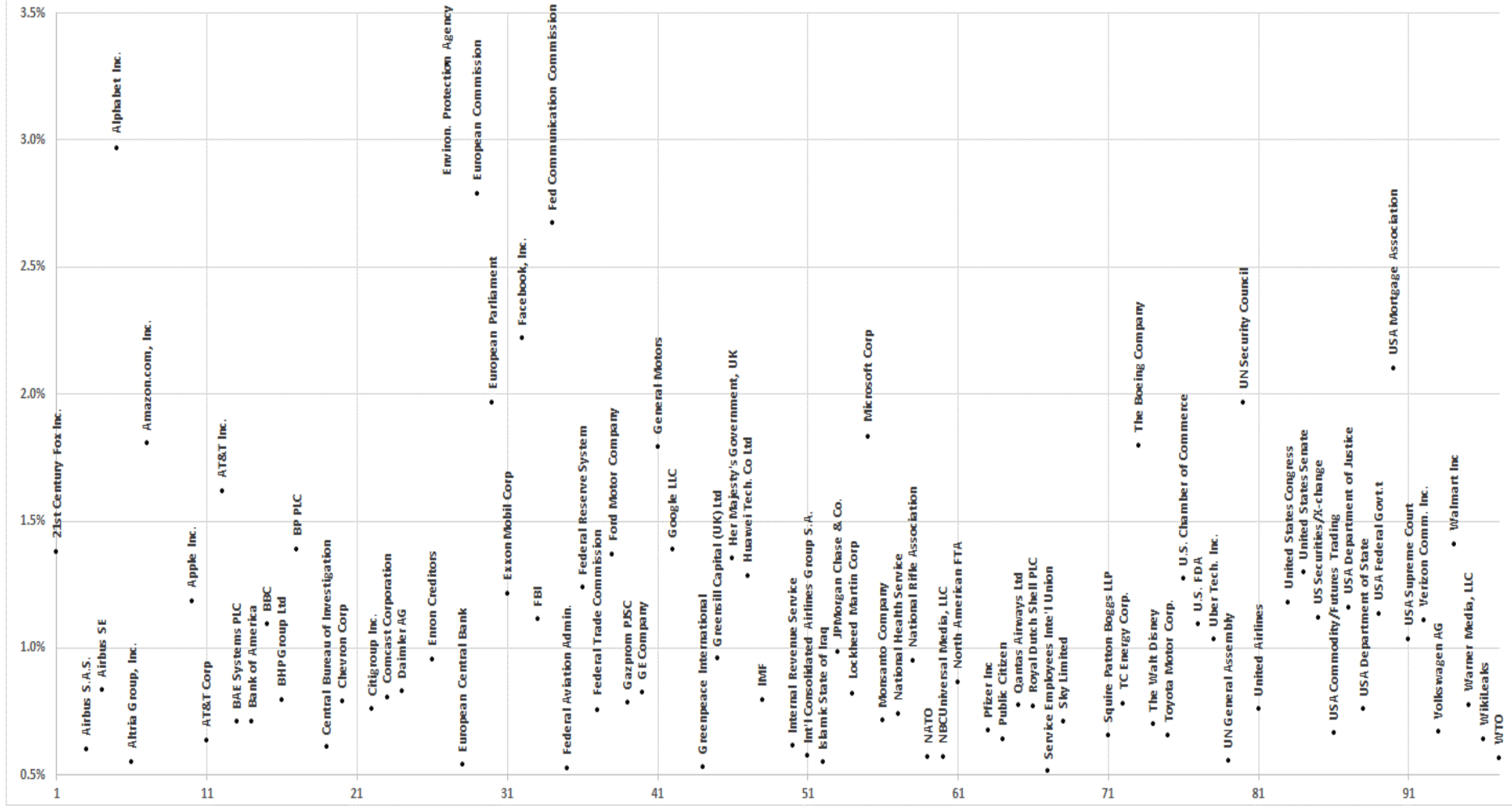


Figure 3: Lobbying issues

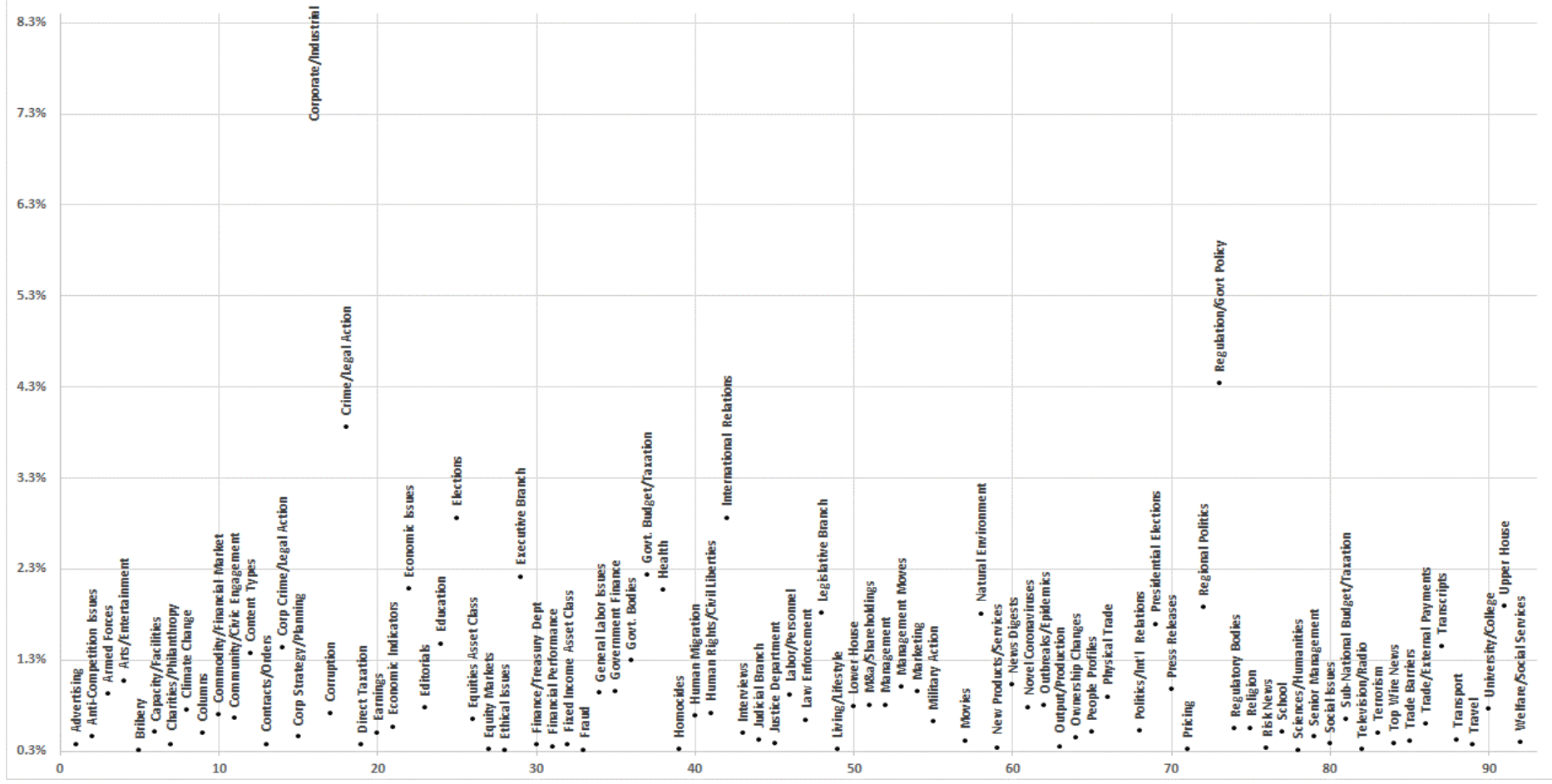


Figure 4: Lobbying industries

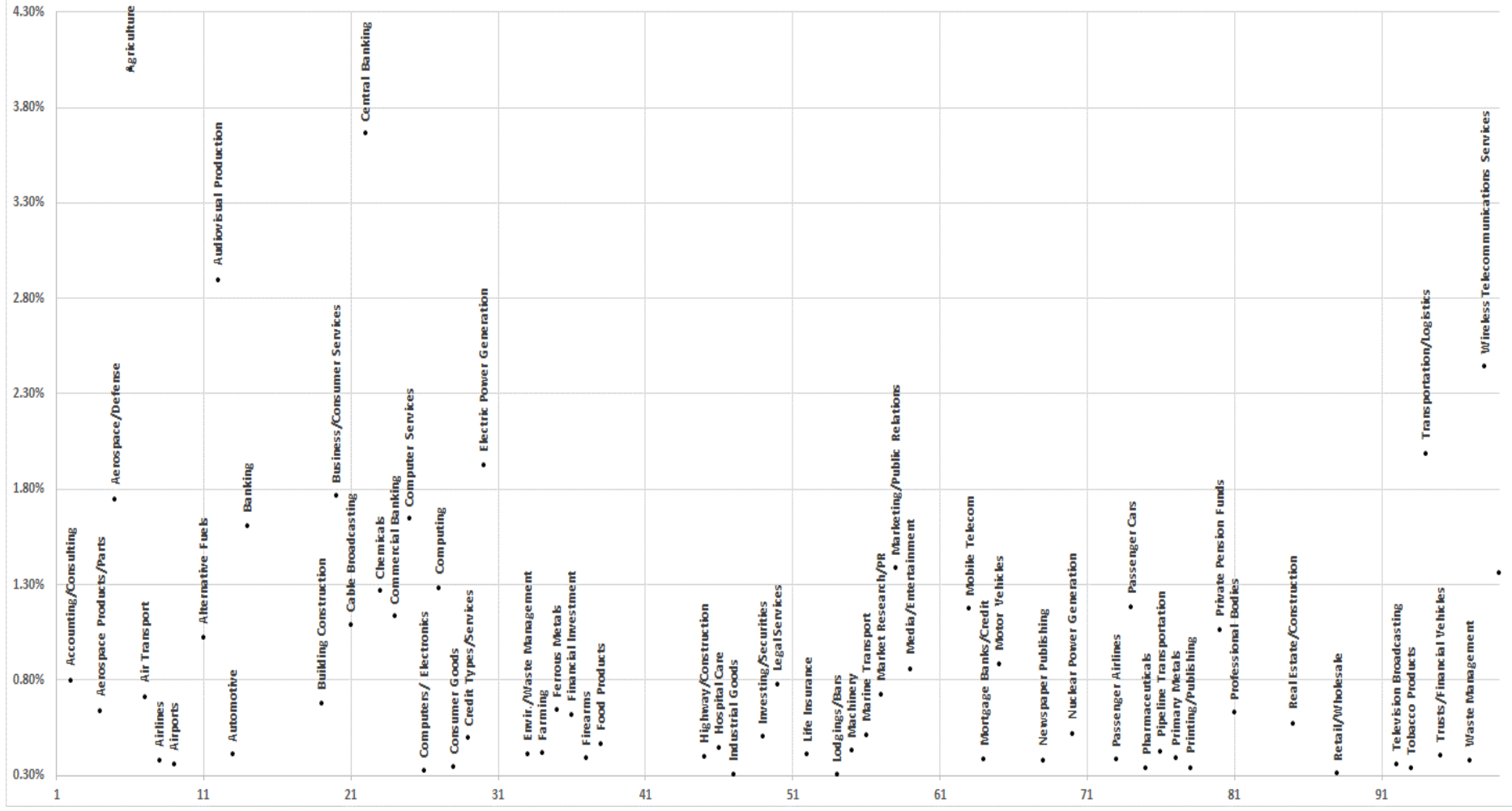


Figure 6: Lobbying regions

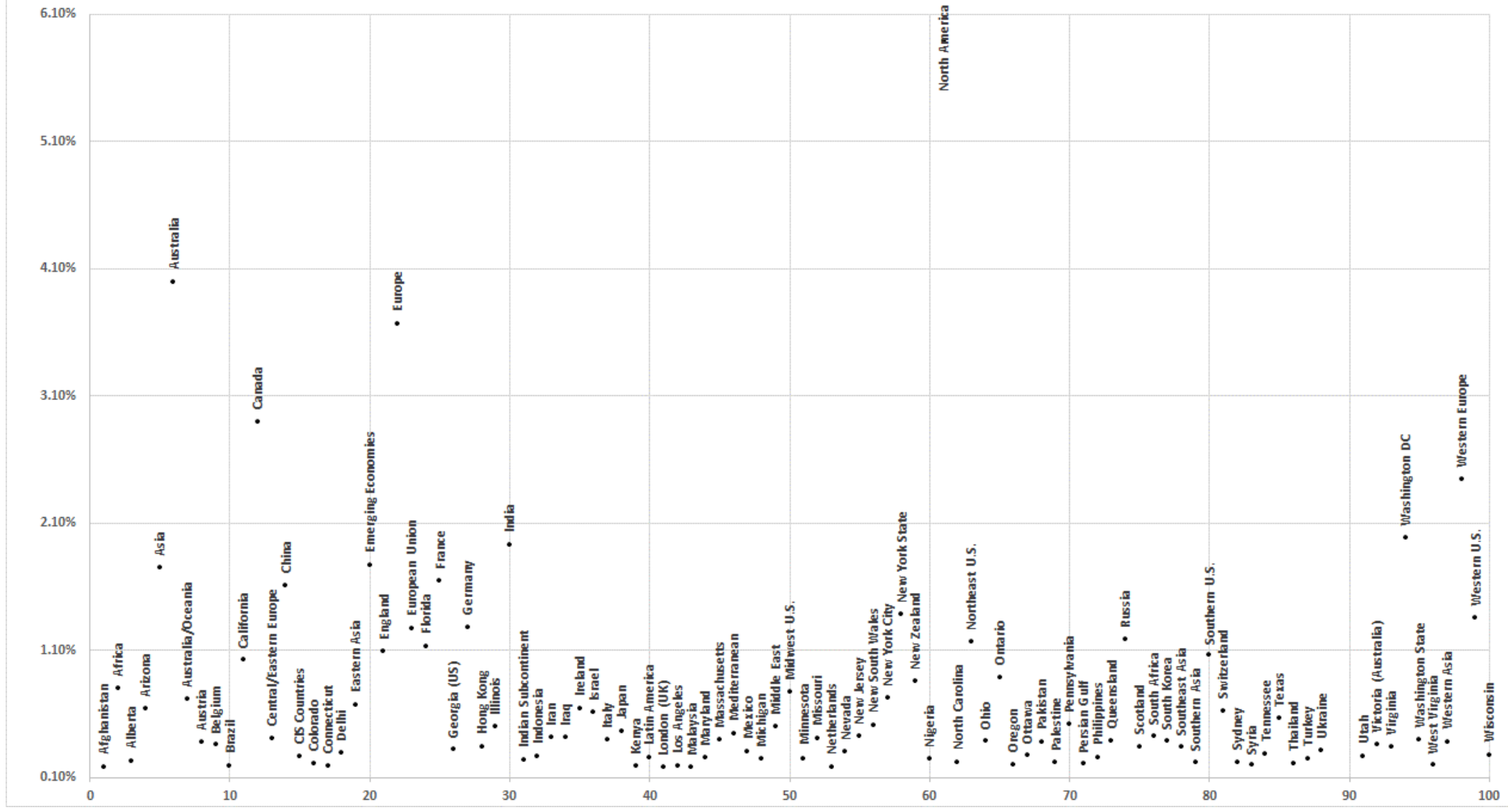


Figure 7: Lobbying media sources

