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).

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

References

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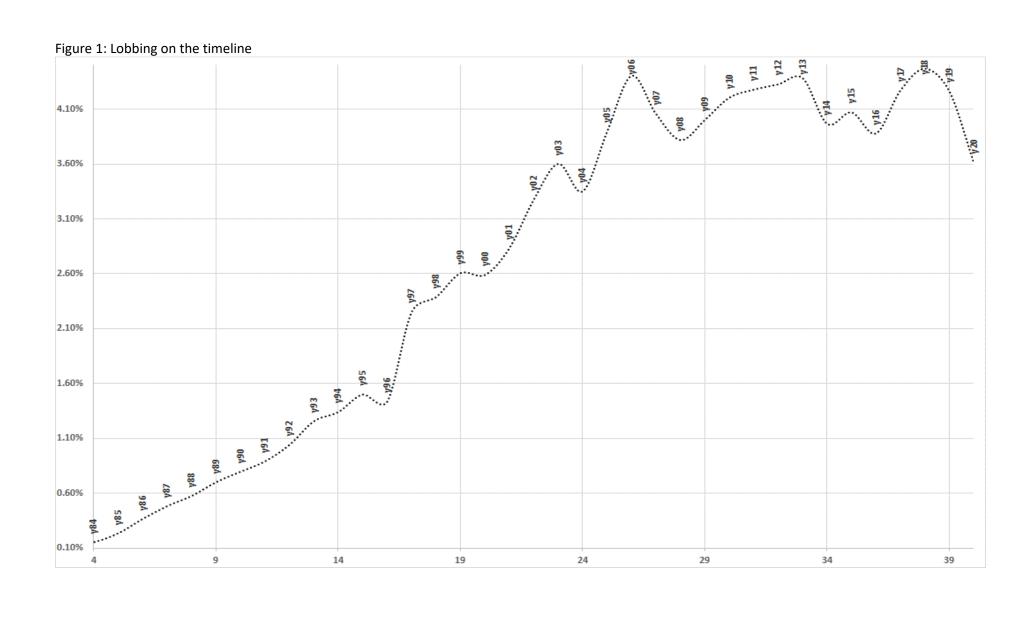


Figure 2: Lobbying organizations

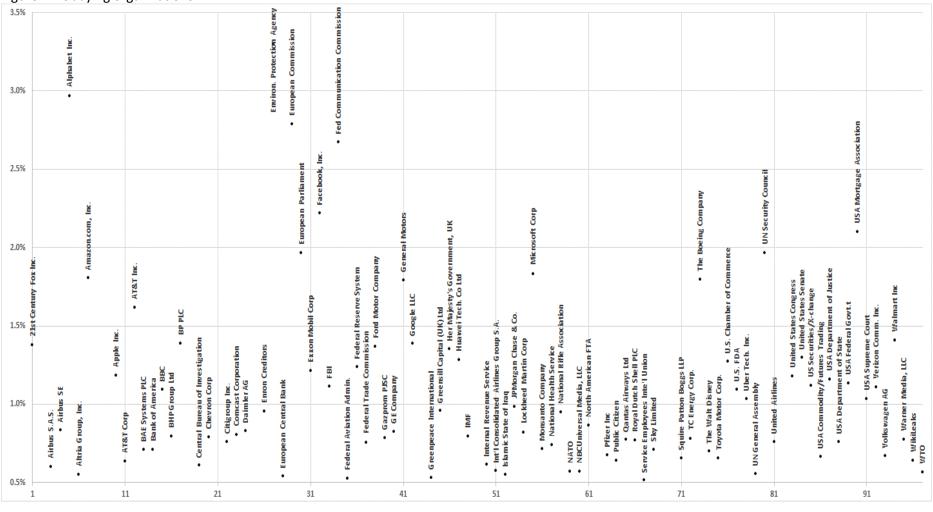


Figure 3: Lobbying issues

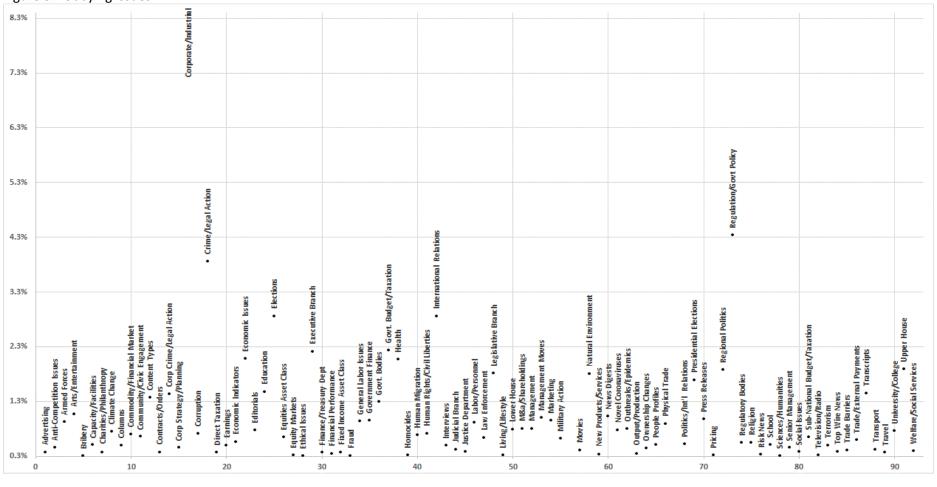


Figure 4: Lobbying industries

3.80%	Agriculture	Central Banking							
3.30%	Audiovisual Production	•							n/Logistiks Wire less Te lecom nunications Services
2.80%	Audiou	vices							ogistiks reless Te lecommu
2.30%	Aeros pace / Deferse	Bus iness /Consumer Services Bus iness /Consumer Services Bus iness /Consumer Generation			c Relations				Trans portation/Logistic Wire less
1.80%	a a a	Businadeasting Meab Meab Meab Meab Meab Meapuring Compute			ns port ket Research/PR Media/Entertainment	Mobile Telecom ehicles enation	Passenger Cars	<u> </u>	
1.30%	Accounting/Consulting Aerospace Products/Parts Air Transport Adviser Alternative-Fue	Building Construction Cable Bre Comme Comme Computers/ Electronics Corsumer Goods Credit Types/Services	Ferrit, AVI aste Na nage mem Farming Fricus Metab Fricancial Investmem Finarms Food Products	glway/Construction to pital Care trial Goods Investing/Securities	9 2 8	anks/Credit Motor V Publishing	rtation	Professional Bodies Real Estate/Construction Tholesale	e kvision Broadcasting obacco Products Trusts/Financial Vehickes Waste Management
0.80%	• Aero • Airlines • Airports	Building Cors Computers/ Electronics Corsumer Goods Credit Types/Servi	Farming Farming From Ferrous P Firem File Firem File Firem File Food Products	Highway/Construction Hospital Care Industrial Goods Investing/Securities Legal Service	Lide insurance Lodgings/Bars Machinery Narine Tra	Mortgage B Newspaper Newspaper	Passenger Airlines Pharmaceuticab Pipeline Transpo Primany Metak Primany Metak Priming/Publishing	• Professi • Real Esta Retail/Wholesale	Tobacco Products Tobacco Products Trusts/Financial Vehicle Waste Management

Figure 6: Lobbying regions North America 5.10% Australia 4.10% • Europe Canada Western Europe 3.10% Washington DC 2.10% • European Union Florida Western U.S. England Utah
Victoria (Australia)
Virginia Washington State
 West Virginia
 Western Asia Eastern Asia Afghanistan • Africa 1.10% • Georgia (US) North Carolina • Wisconsin • Ohio

50

0.10%

10

20

30

40

Nigeria

70

80

90

100

Figure 7: Lobbying media sources

