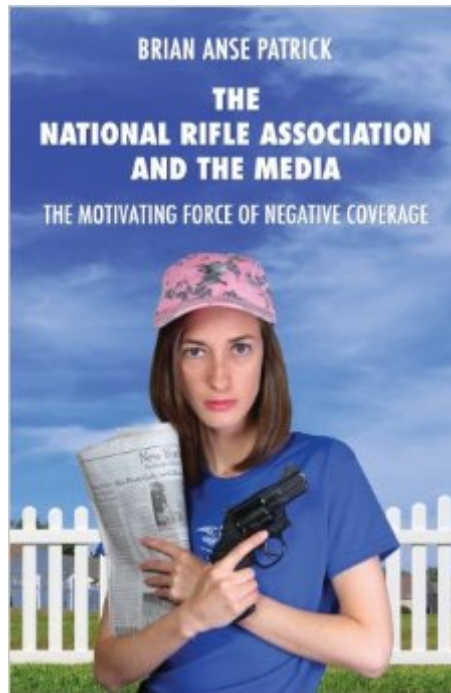


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# The National Rifle Association And The Media: The Motivating Force Of Negative Coverage



## Synopsis

Were it not for the negative coverage that it receives from elite American news organizations, the National Rifle Association and American gun culture as a whole would not be in the position of strength they enjoy today. The more negative coverage the elite media have dished out, the more people have been attracted to NRA and gun culture. Brian Anse Patrick presents the evidence for this startling case. As an analysis of the data unmistakably shows, not only are the elite media systematically biased against NRA, they have indeed inadvertently helped to mobilize American gun culture, making it one of the most successful social movements of modern times. In the new edition of this groundbreaking study, with a new Foreword by the author, Prof. Patrick makes his case. The evidence is incontrovertible and based on scientific content analysis of ten years of actual NRA coverage in many elite news publications, compared and contrasted with similar coverage of other major American social movements. Additionally, Prof. Patrick presents an innovative model for how information is disseminated from top-to-bottom in the mainstream media which he terms "administrative democracy," and suggests how groups like the NRA flourish in part because of the increasing availability of non-centralized social media which allow dissenters from the prevailing media paradigm to construct their own narratives with which to understand society and their place within it. Written in a lucid and penetrating style, this book should be of interest to readers on either side of the gun rights debate, as well as to those wishing to study the workings of a successful citizens' advocacy network. Brian Anse Patrick is a Professor in the Department of Communication at the University of Toledo. In addition to holding a Ph.D. in Communication Research from the University of Michigan, he is also the author of *The Ten Commandments of Propaganda* (Arktos, 2013), *Rise of the Anti-Media: In-Forming America's Concealed Weapon Carry Movement* (2010; reissue forthcoming from Arktos) and *Zombology: Zombies and the Decline of the West (and Guns)*, forthcoming from Arktos in 2013. Prof. Patrick is nationally recognized as an expert on American gun culture and on the history and technique of propaganda.

## Book Information

Paperback: 244 pages

Publisher: Arktos Media Ltd (October 25, 2013)

Language: English

ISBN-10: 190716698X

ISBN-13: 978-1907166983

Product Dimensions: 5.5 x 0.6 x 8.5 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (5 customer reviews)

Best Sellers Rank: #1,665,065 in Books (See Top 100 in Books) #488 in Â Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Communication Policy #993 in Â Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Political Advocacy #2884 in Â Books > Politics & Social Sciences > Politics & Government > Specific Topics > Human Rights

## Customer Reviews

This is an amazingly good book. I learned of it from a review in "Women and Guns" magazine that also praised the book highly. I not only second this evaluation, but also have a few things to add:1. This is by far the most intelligent and credible analysis of the NRA and gun culture that I have ever encountered. Professor Patrick sets out to explain NRA's seemingly miraculous political effectiveness in an environment of hostile elite and media opinion. He does this convincingly, by marshalling an impressive body of hard evidence. Unlike many quite-popular books on NRA, media and gun issues, Patrick's evidence transcends the merely anecdotal. He is a social scientist and his approach utilizes systematic media content analysis, interviews and other data that cover a ten-year period. I believe the reason that major media have not reviewed Professor Patrick's book is because they are ashamed-he presents a case to which they cannot reply except by hanging their heads in shame.2. Although the book is erudite and employs sophisticated research methods as well, it neither talks down to readers, nor does it skate above the understanding of readers who have not received graduate training in social science. Research methods and findings are lucidly and interestingly explained. The book is both amusing and educational-and the reader learns a great deal about how social scientists quantify and measure propaganda and media coverage.3. The main conclusion is pleasantly and surprisingly counterintuitive: NRA benefits from negative media coverage. Professor Patrick believes that if it were not for negative media coverage, which has acted as a goad to mobilization, NRA and gun culture would not be in the position of relative strength and solidarity it enjoys today.

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