



The National Rifle Association and the Media: The Motivating Force of Negative Coverage (2012 eEdition)

Brian Anse Patrick

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Were it not for negative media coverage from elite American news organizations, the National Rifle Association and American gun culture would not be in the position of strength they enjoy today. The more negative coverage the elite press have dished out, the more people have been attracted to NRA and gun culture. Brian Anse Patrick, Professor of Communication at University of Toledo, presents the evidence for this startling case. Not only are the elite media biased towards NRA, they have helped mobilize American gun culture, making it one of the most successful social movements of modern times. In this e-edition, with a new foreword from the author, Dr. Patrick makes his case. The evidence is incontrovertible and based on scientific content analysis of ten years of actual coverage.

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