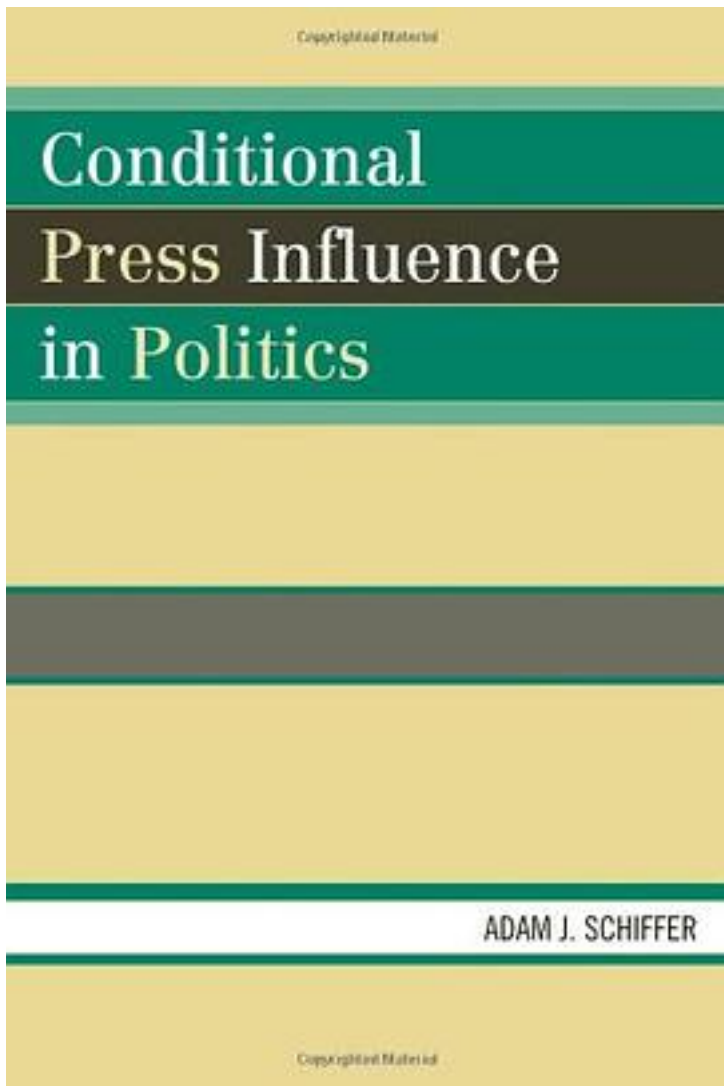


Conditional Press Influence in Politics



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Conditional Press Influence in Politics theorizes about and tests the conditions under which the press acts as an independent political institution, and when it cedes its power to other actors or phenomena. Using substantive case studies, Adam J. Schiffer reviews the most politically consequential press routines, and illustrates "true media influence"-the unique effect of press norms, constraints, and routines on the political world. By moving beyond news content to treat the organizations that produce the content as political actors, Conditional Press Influence in Politics gives a theoretical framework to aid scholars in understanding the news media's role in American politics.

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