



Indications point to win by Obama

By Amando Doronila | Philippine Daily Inquirer | First Posted 02:28:00 11/03/2008

With the US presidential election just a breath away, Democrat Barack Obama is holding an average lead of 6 percentage points over Republican John McCain, according to Bloomberg. The Obama camp is talking about a landslide win, and McCain is battling to overcome his rival's momentum in the polls, defiantly playing the underdog role.

McCain has blasted the media's skeptical assessment of his chances in Tuesday's election. "The pundits have written us off, just as they've done several times before," he said. "We're points down, but we're coming back."

--article cut--

The odds are such that an Obama victory in just one of the four key states that voted Republican in 2004—Ohio, Florida, Virginia, and North Carolina—would leave McCain with insurmountable hurdles to winning the election.

Media influence

Nationally, according to Bloomberg, Obama leads McCain 51 percent to 43 percent in a Gallup daily tracking polls of those deemed likely to vote, based on past voting behavior and voting intentions. The Fox poll of likely voters found 47 percent would vote for Obama and 44 percent for McCain if the election were held today.

The New York Times/CBS poll showed 52 percent of likely voters favored Obama while 41 percent supported McCain. These poll results highlighted the issue related to the media influence in creating a bandwagon effect for the Illinois senator.

Obama has enjoyed a largely positive coverage in the media. He has won editorial support from the newspapers at the ratio of three to one. This has led McCain supporters to believe that they had not gotten a fair shake from the media, based on a study by the Center for Media and Public Affairs.

Ideological polarization

According to the study, comments made by sources and voters on the ABC, CBS and NBC evening newscasts over the past two months reflected positively on Obama in 65 percent of cases and in 31 percent of cases with regard to McCain.

ABC's "World News" had more balance than NBC's "Nightly News" or the "CBS Evening News," the study found.

A second study found that McCain's coverage has been overwhelmingly negative and Obama's has been more mixed.

Another survey issued last Friday by the Pew Center for the People and the Press showed television news to be the Americans' main source for campaign news, particularly the cable news networks. Ideological polarization among the media sharpened as Obama stretched his lead in the polls.

--article cut--

View the full article here:

http://newsinfo.inquirer.net/inquirerheadlines/nation/view_article.php?article_id=169901