

Battleground: Nunes Versus Janz

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A highly anticipated race is taking place in California's 22nd congressional district. Republican incumbent Devin Nunes is being challenged by democrat Andrew Janz. Devin Nunes is highly rated by the National Right To Life organization this means he is very pro life, he has voted in favor of protecting the pledge of allegiance, and againsts same sex marriage this has led to his low by the National Association for the Advancement of Colored People a civil rights organization. Devin has established himself to be a "safe republican" due to the fact that he has won his district by a very high margin. Andrew Janz has not held political office, his stances include "healthcare as a right", he is pro immigration as he has stated in his website that "ICE should stay out of schools, hospitals, and courthouses" and protecting dreamers. He is pro LGBTQ.

The types of ads posted in social media by Devin Nunes and Andrew Janz are short clips. Devin Nunes has focused on attacking news sites like the Fresno Bee by labeling them as "fake news", and explicitly attacking the democratic party and Andrew Janz. Both candidates attack each other in regards to lavish spending, for example Devin Nunes stated that Andrew Janz has spent money in lavish parties in the bay, instead of concentrating in the valley, and that Devin Nunes has spent taxpayer money in luxury travels and sports games. In order to determine the audience we must first understand what the 22nd congressional district is composed of. The central valley is currently facing a water crisis, and issues regarding water rights, this leads candidates to try to appeal to people in the central valley and oppose people who do not hold their interest, in the case of Devin Nunes he brings up the fact that Andrew Janz hosted a party with avenatti in the

bay area in order to show that Andrew Janz does not stand for the central valley but for the bay, who he claims wants to take water rights from the central valley. The 22nd district include Fresno, Tulare, Clovis, and Visalia. The issues highlighted by both campaigns include water rights, crime, and farming. The central valley is very huge in agricultural business as they produce a large amount of food for the nation. The ads consisted of critical music when attacking the opposing candidate. Ads provided very little information regarding positions and voting records. Devin Nunes provided little to no context regarding his voting record or refuted the attacks by his opponent, instead he concentrated on attacking the media by calling them “fake news” in the process diminishing the influence of any news organization that is critical of his campaign.

Loss aversion is the idea that generally losing something is much more unpleasant as compared to gaining, if one faces the potential to lose something, the willingness to risk everything in order to not lose that something increases. This is exemplified in the campaign of both Devin Nunes and Andrew Janz. In Devin Nunes ads he emphasis the fact that the central valley is facing a water shortage, and continues to label politicians of the bay as bandits. Devin Nunes is filled with controversy, and has discredited his local newspaper which has proven to be fatal since many constituents had relied on Fresno Bee for information. The voters of 22nd district will either stand with their local newspaper that has established in the community for decades or side with devin nunes in the process discrediting all the work and accomplishments of the Fresno Bee. In a Fresno Bee article Rory Appleton stated that “Republicans outnumber Democrats in voter registration by nearly 10 points” this show that loss aversion does not apply to Andrew Janz campaign,

for example Andrew Janz continues to gain ground as is stated in by Appleton “Nunes trounced Janz by nearly 26 percentage points in the June primary”. The democrats are gaining but this momentum is not enough to get them out to vote. Republicans have the potential to lose while the democrats have a potential to gain, and as the polls show Andrew Janz continues to gain but this has yet to mobile supporters. Devin nunes has proven himself to be against the interest of environmentalist, he has pushed efforts to provide water for the central valley. Devin Nunes sponsored the bill Gaining Responsibility on Water Act of 2017 that would provide drought relief for the central valley. His bills are very popular with his constituents, this means losing the race will mean losing someone who has established himself to be working for the 22nd district. Andrew Janz has never held political office and has not sponsored any legislation, which means voters will feel as if they have lost someone with experience. California is a blue state and the 22nd district may feel under pressure to keep fighting on. The republican party is very willing to provide every resource necessary to keep Devin Nunes in power, because losing a seat in the house of representatives especially in a state like california, and due to long time control over the 22nd district, can be perceived to be a sign of weakness and turmoil, which can discourage republican voters. Conservatives inside and outside of the 22nd district have a lot at steak and they are willing to stand with Devin Nunes regardless of his political turmoil and scandals because not doing so means the democrats will gain a seat, this means they will become the extreme minority. There are fifty-three house of representative that represent California fourteen of them are republican this means losing a seat can be devastating to california republican.

Availability bias is the idea that what is readily available is seen to have more value. For example nuclear energy is perceived to be very dangerous and scary, due to the fact that the media magnifies disasters however the statistics go against that world view in an article by the World Nuclear Association it is stated that "To date, even the Fukushima accident has caused no deaths, and the IAEA reported in June 2011: "to date, no health effects have been reported in any person as a result of radiation exposure." If one compares this to harnessing energy from coal which has produced large amounts of waste and deaths. Devin Nunes is a very controversial figure this means his exposure may be perceived as very negative by his opponents, however opponents dismiss the fact that what they dislike is due to the fact that they have opposing views. Supporters of Devin Nunes do not see the controversy of the "Nunes Memo" about the supposed bias of the FBI as negative. Devin Nunes prevalence increases the ability to reach potential supporters, as a candidate he has name recognition and people will either dismiss him or support him. Water rights is an issue facing the central valley, this means there is heated debate but also agreement on supporting farmers, both Devin Nunes and Andrew Janz believe people in sacramento overlook merced and claim to fight for the central valleys right to water. When a conversation regarding water rights arises Devin Nunes is present in the conversation due to the fact that he has written legislation and has established his beliefs with his actions. Andrew Janz is at a disadvantage because when it comes to matters that matter to the 22nd district he has not established his presence.

Party cues refers to the idea that pieces of information are used to make decisions. In a society where information is not curated and very large our brains

take shortcuts. The 22nd congressional district is largely of hispanic population largely hispanic. In an article written by the Fresno Bee a political organization tried to remove Devin Nunes title of “farmer”. Not being labeled as farmer in an area that is relies heavily on farming can be detrimental. Being labeled a farmer means Devin Nunes is perceived to be qualified, capable, and understand the needs of the population he is representing. In his ads Devin Nunes labels Andrew Janz as an outsider, he states the fact that he threw a party with Michael Avenatti, this idea will resonate with people who have very little knowledge of what Andrew Janz stands for.

It would be interesting to test the party cues, if Andrew Janz runs ads that dismiss fact that Devin Nunes is a farmer by branding himself as “farmer”. It is not clear whether this will damage him, as attacking him for not being a farmer can be seen as desperate since Andrew Janz is not a farmer. Running this ads and analyzing the number of farmers that support Janz instead of Devin will show that the audience can be easily swayed with party cues, since it is generally assumed that conservatives support small businesses and are very pro farmers. Andrew is a Deputy District attorney and has branded himself to be a person who understands laws, against crime and for police. Most of his political ads display him as a people person, however those people are not in farm, what if instead his ads would lean towards speaking to farmers and addressing farmers issues. Another version of the ad would be instead of branding himself to be a farmer to attack Devin Nunes and label him as a fake farmer, attack him on the fact that

ever since he took office he is not readily available in his community. Due to the fact that most jobs depend on agriculture it would be interested to know how strong a label is. This test should not be randomized because the valley relies heavily on farming, they depend on it for their food and existence. Labeling someone as “farmer” may not be very effective in places where farming is virtually nonexistent. Many of the business in the central valley have been influenced or helped by farmers which by the principle of reciprocity we know that people of the valley have a debt and regard farmers highly. Although the district is highly diversified Andrew Janz is a minority in the article thmidpod.com called “An evening with a candidate” it is mentioned that Janz speaks thai, this means he most appeal to the majority of the population in order to win. W.I.E.R.D apply to some extent since there is a major university, that is Fresno State where many students hold strong democratic views. This means polling at Fresno State and not taking into account farmers and those who depend on farming may be detrimental to finding answers.

The content created by both campaigns attempt to brand themselves in a certain way, for example Devin Nunes brands himself to be a farmer who understands the issues facing the central valley where agriculture is king. On the other hand Andrew Janz brands himself as law enforcement, both have created a persona of authority. Authority appeals to emotion rather than facts, this means farmers will be emotionally attached to Devin Nunes and Andrew Janz will be supported by the community he has served and his colleagues. Branding can be

a tool for destruction, that is you may damage your image or destroy others image by being perceived to be a figure of authority. I did not find the the political attacks to be persuasive, I came with a bias of supporting Andrew Janz, at first I looked at Devin Nunes political ads that heavily attacked the media and Andrew Janz, this made me feel good about my candidate, subconsciously I gave Andrew Janz the high ground. However after going through Andrew Janz media post and campaign ads his attacking of Devin Nunes made me feel less supportive of Janz.

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