

Analyzing Election Campaign Narratives



Name:

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Trump 2024: A Journey of Controversy and Conviction

Donald Trump's 2024 presidential campaign, launched on November 15, 2022, has been a whirlwind of promises, controversies, and resilient slogans. From "Save America" to "Make America Great Again," Trump has been relentless in his pursuit to win back the White House. The campaign, marked by intense rallies and fiery speeches, addressed several crises that resonated with his base, including immigration, economic instability, and crime.



Donald Trump at a rally in Manchester, New Hampshire. Photo by Artaxerxes [CC BY-SA 4.0]

Trump's rhetoric against opposing candidates like Joe Biden and Kamala Harris was harsh, often labeling them as threats to American democracy. His speeches frequently highlighted his expertise in foreign policy and economic negotiations, promising to end the Russo-Ukrainian War within 24 hours and to implement a 'universal baseline tariff' on imports to boost the American economy.

Throughout the campaign, Trump has vowed to expand executive power, enforce strict immigration policies, and dismantle the Affordable Care Act. Despite facing four criminal indictments, Trump has used these challenges to fortify his narrative of political persecution, vowing to seek retribution for his supporters. He promises to pardon those involved in the January 6 Capitol attack if elected.

While the campaign has been marred by allegations of past mistakes and controversies, including the Stormy Daniels scandal and the January 6 attack, Trump has remained steadfast, dismissing these issues as politically motivated attacks. His 2024 bid reflects a blend of defiance and determination, with a promise to restore what he calls "true American values."



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Election Campaign Narratives are stories that politicians use to explain **why** people should **vote for them**. These stories help voters understand **who** they are and **why** they are **the best choice**. Here is a list of **five** very important and **often used narrative types**:

1. Hero Stories 🦸

A hero story is when a politician presents themselves as the **"hero" who will save the day**. They tell stories about the good things they've done or how they will help solve a big problem, like improving schools or making neighborhoods safer.

2. Crisis Narratives 🚨

A crisis narrative is used when the candidate talks about a big **problem**, or crisis, that **needs to be solved right away**. They explain how the crisis is affecting people and how they are the best person to fix it. It could be about a serious issue like bad roads or unsafe communities.

3. Issue Ownership 🎓


In an issue ownership narrative, the candidate focuses on a specific **problem** or issue **they are really good at solving**. For example, one candidate might focus on improving education, while another might be known for protecting the environment. They **"own"** that **issue** because they are seen as the **best at handling it**.

4. Negative Campaigning 🗣️

Negative campaigning is when a **candidate talks about** their **opponent in a bad way**. They might say their opponent did something wrong or isn't fit for the job.

5. Image Restoration Strategies 😊

Image restoration strategies are used when a candidate has **made a mistake** or done something people didn't like. The candidate tells a story to **explain what happened** and how they've learned from their mistakes. They **try to fix their image** so people will trust them again.

 **Task 1: Find out about the objectives that the five types of campaign narratives typically pursue by matching the five types to their objective description.**

Hero Stories

Voters associate the candidate with solving that specific problem and trust them to be the expert. For example, if you care about education, you'll think of the candidate who 'owns' that issue as the best choice.

Crisis Narratives

Voters see the candidate as someone who understands the problem and has the solutions to get things back to normal. They feel the candidate is the right person for the job in a tough situation.

Issue Ownership


Voters see the candidate as brave, strong, and capable of making their lives better—like a hero in a movie.

Negative Campaigning

Voters may start to see the opponent in a negative light and believe the candidate speaking negatively is the better choice because they pointed out problems with the other person.

Image Restoration Strategies

Voters might forgive the candidate and believe that they have changed or learned from their errors, giving them a second chance to lead.

 **Task 2: Match the statements extracted from the newspaper article to the five types of election campaign narratives.**

Trump promised to end the war in Ukraine within 24 hours.

Trump addressed concerns about immigration, economic instability, and crime.

Trump pledged to dismantle the Affordable Care Act.

Trump labeled Joe Biden and Kamala Harris as threats to democracy.

Trump framed his legal challenges as political persecution.

● Issue Ownership

● Hero Stories

● Crisis Narratives

● Negative Campaigning

● Image Restoration Strategies

