Professional Writing in Political Campaigns

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Introduction

Within the United States, politics is extremely important to its citizens. Professional writing is used in all forms of politics from running for student council to presidential elections. Citizens always tend to find problems and specific things within a campaign to oppose so it is important for candidates to specifically have well written advertisements and speeches. Within this literature review advertisements from different global campaigns will be depicted and analyzed in order to find the best strategies to gain voters. Speeches will also be examined for discovery to learn what rhetorical schemes are the best to use when giving a speech based on certain audiences. Ultimately by the end of this literature review both advertisements and speeches will be synthesized answering the research questions:

How do politicians use different advertisement strategies to help them win an election?

How do politicians use professional writing in order to write the best speeches helping their campaigns?

It is important to remember the different levels of politics and how professional writing changes based on different campaigns, elections, and the goals of each candidate. The professional writing of advertisements specifically is going to change based on these goals. There are certain constraints as well and because of these constraints professional writers will use different strategies within their writing to get the best results. Another important thing is the audience. Speeches and advertisements are going to change based on the citizens trying to be reached. The tone is also going to change based on this and the message being conveyed. Lastly keeping, gaining, and establishing power is crucial in political writing. When it comes to politics The main goal of a political speech is to obtain more power after the speech than before it's given.

Background

Advertisements are everywhere, every day. People see advertisements so often and don't even realize it. Advertisements are on things like posters, billboards, magazines, and newspapers for example. These types of advertisements have been around for a long time, and now through online ads are becoming more and more popular and effective. Social media especially, is a great tool to market certain products, or in the case of political campaigns, people. Candidates advertise their campaigns and ideas constantly to gain voters. Both online and print ads were researched to find which type was more effective. Cornfield's article is about marketing strategies Donald J Trump used in his presidential campaign in 2016 to beat Hillery Clinton's campaign even though she was favored to win. In his campaign, Trump used social media,

specifically Twitter to gain voters and ultimately beat Clinton. Tinovic talks about how Facebook also does a great job at marketing. He also explains how important using different social media platforms is preferred over just one. Now that the next generation is getting old enough to vote increasing political marketing online is extremely important as social media is a high influencer over generation z today.

Speeches on the other hand are another huge group of political writing. Speech giving can be extremely difficult and writing a good speech is crucial to campaigns. Even just giving speeches, in general, can be difficult and important. Getting an audience to listen to you is a skill due to great writing and great speaking. Vink talks about the difference between speech and writing and how each differ based on the context. He explores how the two differ and work together when it comes to giving speeches like how reading something versus hearing something being spoken to you is going to sound different based on the person and text. In Boussafia's article, he goes into speeches mainly spoken by the former President of Tunisia, Habib Bourguiba in 1973. These speeches were compiled and made into a book. Boussa goes through them and analyzes and rewrites them to find what things work well or not within his speech and speeches in general. Giving a speech an important thing to citizens whether you are trying to be a leader or a follower in the simplest terms. Everyone has a right to their own opinion and speech giving is something to help persuade people or learn more about who it is you're listening to.

The text written for advertisements and speeches varies based on the context of the project. Professional writing is used for more formal writing like research, but also for things like billboards. In a political campaign, connecting the ideas and themes wanting to be portrayed by the candidate in their advertisements and speeches is important. Fact-checking to make sure everything lines up is important, so candidates don't receive any backlash. While the writing for speeches and advertisements is going to be vastly different, they are both equally important and should get the same points across while still corelating with audience, tone, framing, and establishing power.

Review Findings

The main constraint seen in campaigns today is money. Having a good budget can be extremely helpful, but just spending what you do have on the right things is genuinely the most important thing. When splitting up money on things like advertising there are a lot of different paths that could be taken. For instance, advertisements come in all shapes and forms. Hamilton talks about both printed advertisements and online advertising and how both provide a lot of benefits, but ultimately like Cornfield said social media is more effective in today's age. With younger voters having online access to social media apps get to a lot of these new voters which is ultimately really important. Younger voters are usually less knowledgeable about politics than adults that have voted many times so spreading information about elections and a certain candidate can help educate new voters and persuade them. Now when it comes to the tone of the ad most candidates tend to create some negative toned ones and some positive toned ones. What

this means is that negative ads tend to attack the candidate's opponent and make voters not want to vote for that candidate while positive ones talk about the good things about the candidate. Both a. Both are effective and useful, but under a tight budget, it can be helpful to focus on one. article is about negative advertisements and their effects. Hamelin and his co-writers designed an experiment texting three different Indian parties and the effects of both positive and negative advertisements. The article also talks about the fake news associated with advertisements in the political field and how especially negative ads are filled with them. Their research concluded that negative ads even those containing fake news seemed to be more effective than positive ads so when it comes to the theme of money in political writing of advertisements and some seen in speeches, its best to focus on the negative tone and social media if trying to stay within a budget.

The next important factor to think about when starting to write an advertisement or speech in political writing is the audience. Whom you are trying to reach plays an important role in what information a candidate wants to get across. As written in the paragraph before, social media is significantly pivotal to reaching a young audience while print advertising reaches an older audience easier. Thinking about the audience in either a speech or advertising setting though, Parker discusses how political writing, especially in politics, vastly changes based on the religiousness of an audience. The "Biblical canon" is a book full of scripts between Jews and Christians. The text written in this book and many other biblical texts is different from books for a general, or non-religious population. The same for speeches. In Parker's findings, it is important to appeal to a religious population but support and make note of that in speeches primarily directed at a religious audience while doing the opposite for a non-religious audience. Being charismatic is vital to gaining followers and being knowledgeable about who the audience. Getting the right message across to the right audience can help make or break a campaign.

Creating a rhetorical scheme in professional writing is imperative to helping the flow move smoothly and clearly indicate the important ideas and themes. Framing in advertising is all about layout for something more visual. Making the ad look good as well as having clear text is significant, but also not too wordy. In social media keeping it simple and concise can also be effective. When it comes to speeches though, framing can be a lot more difficult and super important. Firstly, getting the audience engaged and intrigued, then making them care about what the candidate wants to say, finally wooing the audience. Lagerwerf distinctly researched and wrote about the value of framing speeches, in his case political radio speeches. The biggest aspect written was about negative and positive framing much like advertising. Like Hamelin, Hamilton, and Soberman the consensus was that negativity ultimately works better still keeping in mind that positive is important as well. Lagerwerf also talks about how framing varies whether the candidate has won or is being recalled. Appealing ethos, logos, and pathos in a certain way based on position can really help a campaign.

Re-writing in professional writing is vital to creating a good piece. No one is going to get anything perfect on their first try so continuing to write and rewrite is important to have the best possible final project. In politics rewriting and designing advertisements can really determine the

success of the advertisement. A good design and choice of words can help appeal to voters or hurt it. Granto specifically talks about different advertising techniques and how to design and write each one. These techniques are developed, updated, and changed over time based on what is current and the voters being reached. When it comes to speeches Boussofara goes into how the former President of Tunisia, Habib Bourguiba gave 9 speeches in 1973 which recounted events in their national movement. These speeches were put into a book to analyze, and rewrite based on different aspects as well as updated. By analyzing these speeches Boussofara was able to determine how to write speeches with power, shifts, and ultimately how to re-establish a strong voice. Having a second writer can be essential when it comes to writing a good speech.

After researching and evaluating the findings of each source, power could be seen as the most important theme in professional writing for political campaigns. Power is something everyone is always striving to have more of. Whether it's gaining a higher position in a job, or being stronger than someone, everyone always wants it. When people have the power can tell people what to do, and those people will actually listen. Vink and Borgstrom researched the main ways to develop writing in order to find and establish authority. Boussofara also talks about how to re-establish a strong voice as talked about in the previous paragraph which correlates with this theme. Boussofara used the King of Nepal as an example of establishing power within his article and how analysis was used to measure the power of the speaker and what altercations can be made to more effectively convey an audience to the speaker's side. Obtaining more and more power can't necessarily be a bad thing in politics as long as it isn't by force and rather by persuading an audience onto a speaker's side, especially in speeches, is a good skill since getting someone to change their mind is difficult. Once a candidate gets someone on their side, they will usually stick by that as long as the candidate owns up to their promises and whatever it was that made the voter vote for them.

Conclusion

Professional writing is seen in so many different ways when it comes to political writing. Candidates have to be professional on and off the screen since citizens are always watching and waiting for them to slip up. Having good writers is vital for fact-checking and persuading them to ultimately get ahead of their opponent and win an election. Whether it is running for a student council, or president of the United States, advertising yourself, and giving good speeches are always going to be the most important for a campaign. Advertisements are flashy and appeal to people who don't know or want to learn more about a candidate. After researching many different advertising strategies, it was found that social media was the most effective media, and negative ads were responded to more. When it comes to speeches, negativity towards other candidates was seen as important as well. Money can influence how ads are advertised in order for the best possible outcome. For both ads and speeches, after reviewing the findings of each article, knowing who the audience is that the candidate is speaking to can change the way things are written. The tone specifically changes based on the audience. Framing the design of an advertisement as well as the way a speech is to be written can help the flow and effectiveness.

Re-writing is a vital part of professional writing since no one can be perfect on the first try. Lastly, Power is what every candidate sets out to obtain by using each of these other strategies listed. Winning an election is the goal and by using each of these strategies the candidate will end up with the best possible campaign and best chance to win.

Methods

For my case study, I decided to do one interview and one observation. I chose to do both to help my deeper understanding of politics and the tactics used by politicians in professional writing in order to win an election. In the literature review, my data was mostly larger scale as I talked a lot about presidential elections are bigger elections in general. My data did not include small-scale findings which is exactly what I wanted to with my own study. This way readers can see the contrast between the two and what differences were apparent. I think that by doing this anyone could have a better understanding of political tactics and correlate the reading to what they need to know. The literature review focuses on big elections and the case study on smaller.

The interview is where I gathered most of my data. I was able to get an interview with Joe Boileu by finding his information on the Purdue website and emailing him. He is a senior recruitment manager at Purdue university and when he attended Purdue, he was student body president his senior year. I conducted our interview over zoom since it was the most convenient. The interview was about 40 minutes long. I recorded a video and translated the video into a transcript to be coded after. I asked questions all based on my findings from the literature review to see what strategies he used and found worked best within his student body campaign. When coding I used google sheets based on the topics we discussed and counted the topics. I then took the different topics and separated them so that I was just looking at the specific advertisement strategies Bolieu talked about within the interview to find what were the most used strategies within his campaign.

As for the observation, I decided to see what type of advertisements Purdue University had. I walked throughout campus and went into a variety of different buildings to see what type of print advertisements were in each. I wanted to see if there was variety within the different types of buildings. From academic, residential, dining, and more. I took pictures of many print ads and even found plenty outside as I walked around. With the pictures I printed out the advertisements and showed them to three test subjects of different gender, major, ethnicity, and grade. I asked them what they noticed about the advertisements and which they found were the most persuasive and why. I received a lot of feedback, but the test subjects also seemed to agree a decent amount as well. I then took all my notes and findings and created a graph using google sheets to display the findings.

Results

The pie chart shown below represents the code from the interview I conducted with Joe Boileu. This chart is made up of the major strategies talked about within the review findings, but

on a small-scale level rather than a larger one. I gathered a lot of information from our interview from lots of categories, but these are the main ones. The influence of audience on campaigns was the most apparent thing Boileu talked about. It came up time and time again within the interview and ultimately was part of 42% of the code from the top 7 strategies I researched. Followed by rhetorical scheme and tone. Print advertisements, social media advertising, and re-writing of advertisements and speeches was the least talked about within our interview.

Advertisment and Speech Strategies
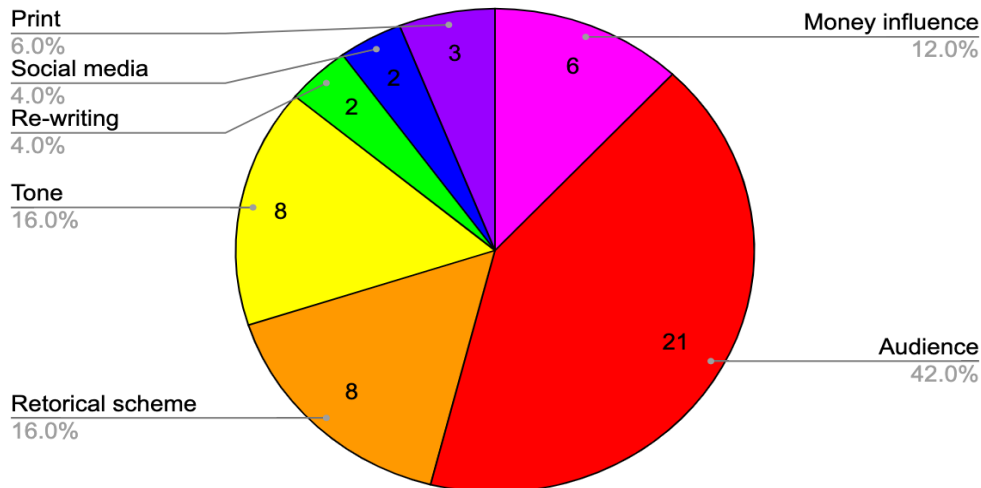
The graph shown below is based on the observation I conducted. The data I found from my test subjects compiled formed a total of 4 major strategies used and their effectiveness. The different categories were ranked on a scale of 1-4 for the subjects and then compiled to find which strategies worked the best and worst on average. Negative tone ranked number 1 with 11 points, repetition ranked second with 10, color third with 9, and lastly positive tone with only 4.

Effectivity of Advertisement Strategies
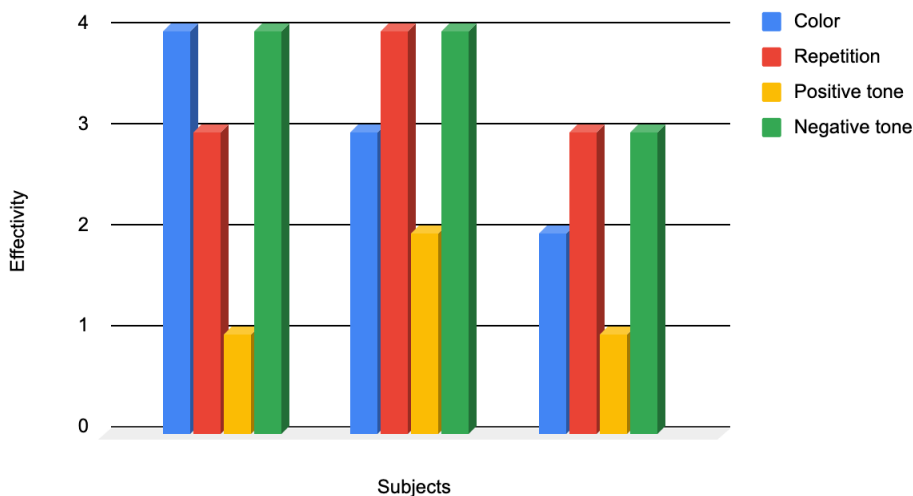
Discussion

My main reason for conducting the interview and observation was because I wanted to contrast the findings between larger-scale and smaller-scale campaigns to find their similarities and differences. On top of that, I also to find which strategies can be used within professional writing to have the best campaign possible. The strategies can change based on specific variants like smaller and larger scaled campaigns.

The findings from the interview show how important the audience of a political campaign is. Knowing who will be voting for you can make or break a campaign. All the other strategies were based on the audience. For example, the tone or rhetorical scheme focused on a religious audience is going to be different from a non-religious audience. Catering the right things to the right people is everything. In a small-scale election like Boileu's he based his advertisements on what students are more likely to respond to and his speeches changed when he was talking to students versus staff. He gave out things like donuts, and buttons, and created a Snapchat filter to get the students involved and excited. This way there was something luring them in before he explained why he wanted to run, what would make the best student body president, and what his stances were. The tone was important for his speeches because he learned that he needed to speak vastly differently to students and staff. The students wanted to know his passion and goals and a heartfelt story about why specific things should be changed around the campus while the faculty just wanted to know the cold hard facts. The main takeaways from this interview were that it is important to use different strategies effectively, but that audience was the major category to think about before all else.

The observation's results were very interesting since it was all about print advertisements which aren't necessarily the best way to reach college students according to the literature review. Generation Z primarily uses social media to get information and see advertisements. The difference is that on the Purdue campus there are tons of ways to interact with others besides just social media. People constantly set up booths, hand things out, and put-up flyers. These flyers are spread all across the campus and are seen every day. One noticeable thing from my research was that the use of negativity was the most impactful to the test subjects. This is because negativity catches the eye of people rather than positivity since people are nosy and like drama. It was interesting to find that even on a positive campus people still tend to lean towards negative advertisements. This correlates perfectly with the research from the literature review, meaning that when campaigning negativity is the best strategy to use within an advertisement.

As far as small scale goes, I wanted to see the differences of what types of strategies are effective in print advertising. The use of repetition was highly effective. The more ads you have the more likely someone is going to see it not just once, but multiple times. This leads to the brain to remembering better what it is they saw or being interested in more. Bright impactful colors also worked better than affected and lastly positivity really had no impact at all.

Overall, I found that knowing who your audience is as a campaign team is the most important thing because it kickstarts the advertisement, and speech strategies are going to work better. A negative tone is always going to grab attention better than anything especially when attacking the opposing party. All the strategies I have talked about are important to creating a great campaign and by using them well based on audience and the scale of an election, a campaign team can't go wrong.

Expanding the Study

There are several routes I could go to expand this study. I think that what I want to do is lean into small-scale campaigning on college campuses. I will go to multiple campuses throughout the United States across the country and interview different people from each, and also do various observations at each one. What I really want to do to expand this study is see what advertisement and speech strategies work best for student campaigns on these different campuses and if the strategies change based on location, size of the school, and type of school (religious, engineering heavy...ect). I think this is something that there isn't much information on but could be beneficial to know on a larger scale. Just because I am researching college campuses, learning what campaign strategies work best on college students could be helpful for bigger elections like the presidential one. College students take up a big part of the population and presidential campaigns don't really lean into Gen Z and try to get them to vote their way. Knowing what strategies get their attention could be beneficial and ultimately lead to a better campaign and larger support.

As far as interviews go, interviewing more student body president members and staff will be important, but I also think the average student could be a beneficial interviewee as well. I can learn what it is that would get them interested in student government and what types of strategies would work best for them. For observations, I think doing large polls could be super interesting as observing a student body present to see what they do firsthand and why they were voted into office. There are so many ways I can go with this topic and so much more information to gather. Taking both large-scale and small-scale elections and putting them into conversation with each other is effective and unusual, eventually creating the ultimate campaign guide.

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