

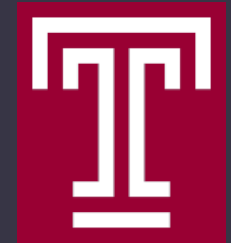
# A Progressive Candidate Defending the Status Quo: Clinton's Latino National Outreach and the Axiological Battles During the 2016 Election

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JUAN S. LARROSA-FUENTES

TEMPLE UNIVERSITY

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## Axiological Battles During the 2016 Election: Clinton's Latino Campaign

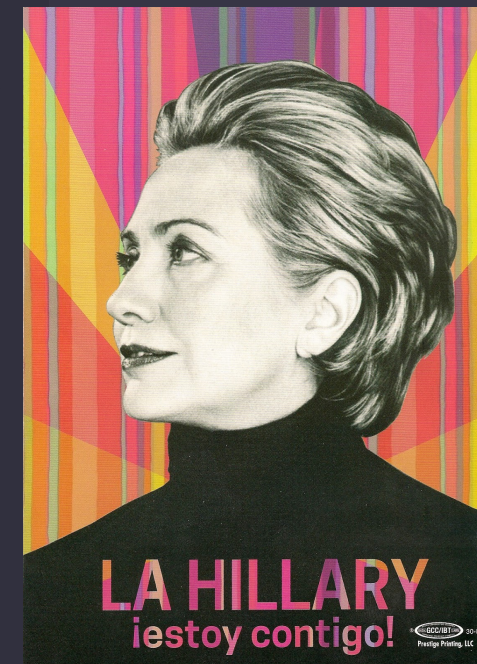
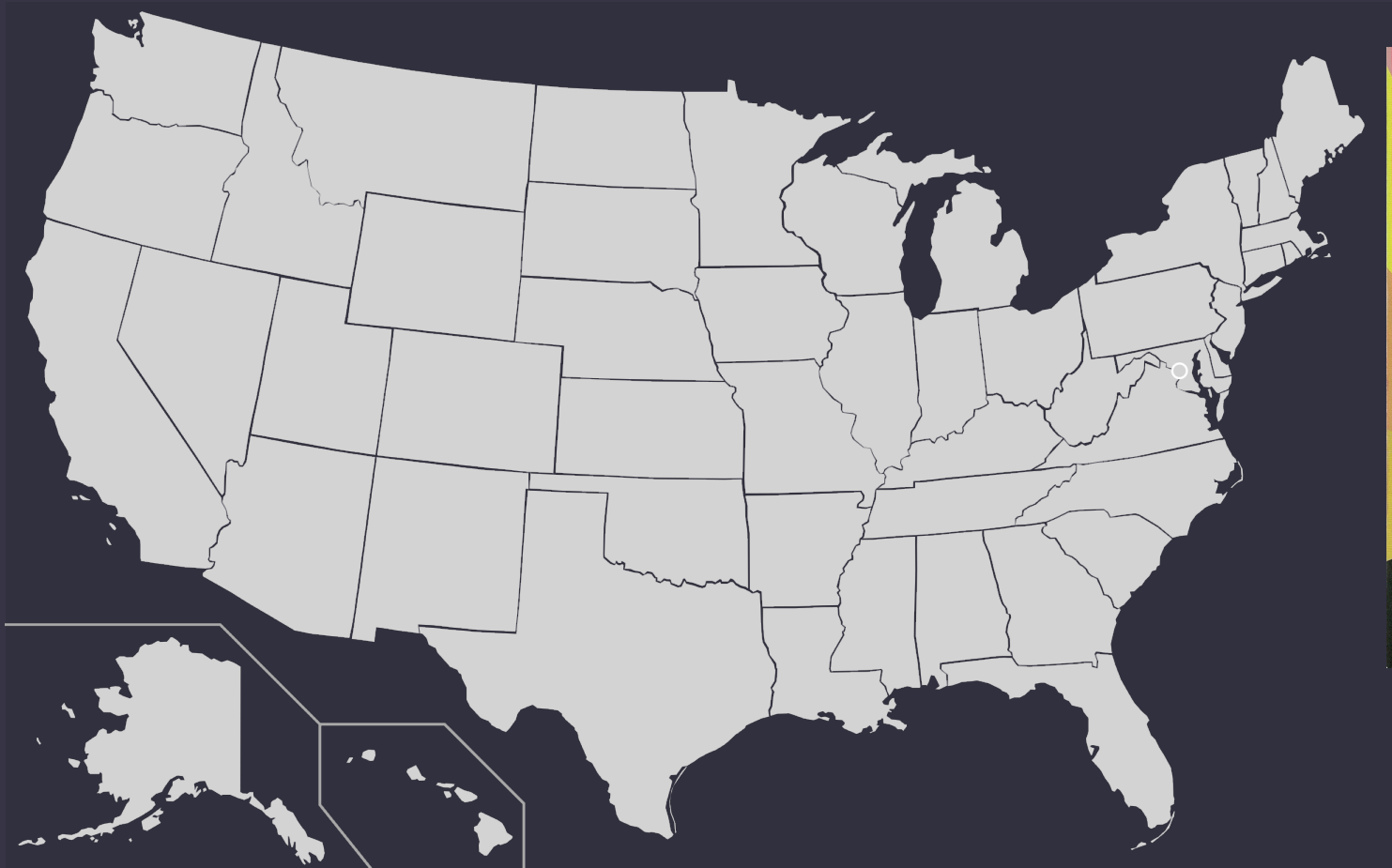




# Analysis of Hillary Clinton's messages for Latinos

RQ: What are the values and symbols in the narratives contained in the messages that Clinton and her staff created for Latinos during the 2016 presidential campaigns?





Why is important studying Clinton's Latino Outreach?

# Method: Textual Analysis of Narratives

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Platform	Number of texts	Account
Website	46 blog posts	<a href="https://www.hillaryclinton.com/es/">https://www.hillaryclinton.com/es/</a>
Facebook	248 multimedia posts	<a href="https://www.facebook.com/hillaryclinton/">www.facebook.com/hillaryclinton/</a>
Twitter	692 multimedia tweets	@Hillary_esp
TV Ads	19 videos	YouTube Channel
Radio Ads	8 audios	Sound Cloud

I downloaded all the texts by hand, except the Facebook posts, which were provided by the “Illuminating Project”: <http://illuminating.ischool.syr.edu>



# The Original Discourse

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Trump explained that he was against globalism, multiculturalism, cosmopolitanism, and he favored “America First.”

During her campaign, Clinton played in a “defense mode”, defending those values that Trump attacked.

# Narratives

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AFTER ANALYZING CLINTON'S LATINO MESSAGES, I FOUND SEVERAL NARRATIVES. HOWEVER, BECAUSE OF TIME CONSTRAINTS, I WILL ONLY FOCUS ON TWO OF THEM.

# Immigration is good for the economy

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**Creceer siendo una inmigrante  
indocumentada en los Estados Unidos**

Luisa Santos' story: from an "undocumented" girl, to a successful entrepreneur in Miami.

She says that immigrants are vital to the economy because they have an entrepreneur spirit.

That spirit has contributed to the economic growth of the nation and the creation of a real "global country" (sic).



# Bring them out of the shadows...

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In one of her speeches, Clinton explained that [emphasis added]

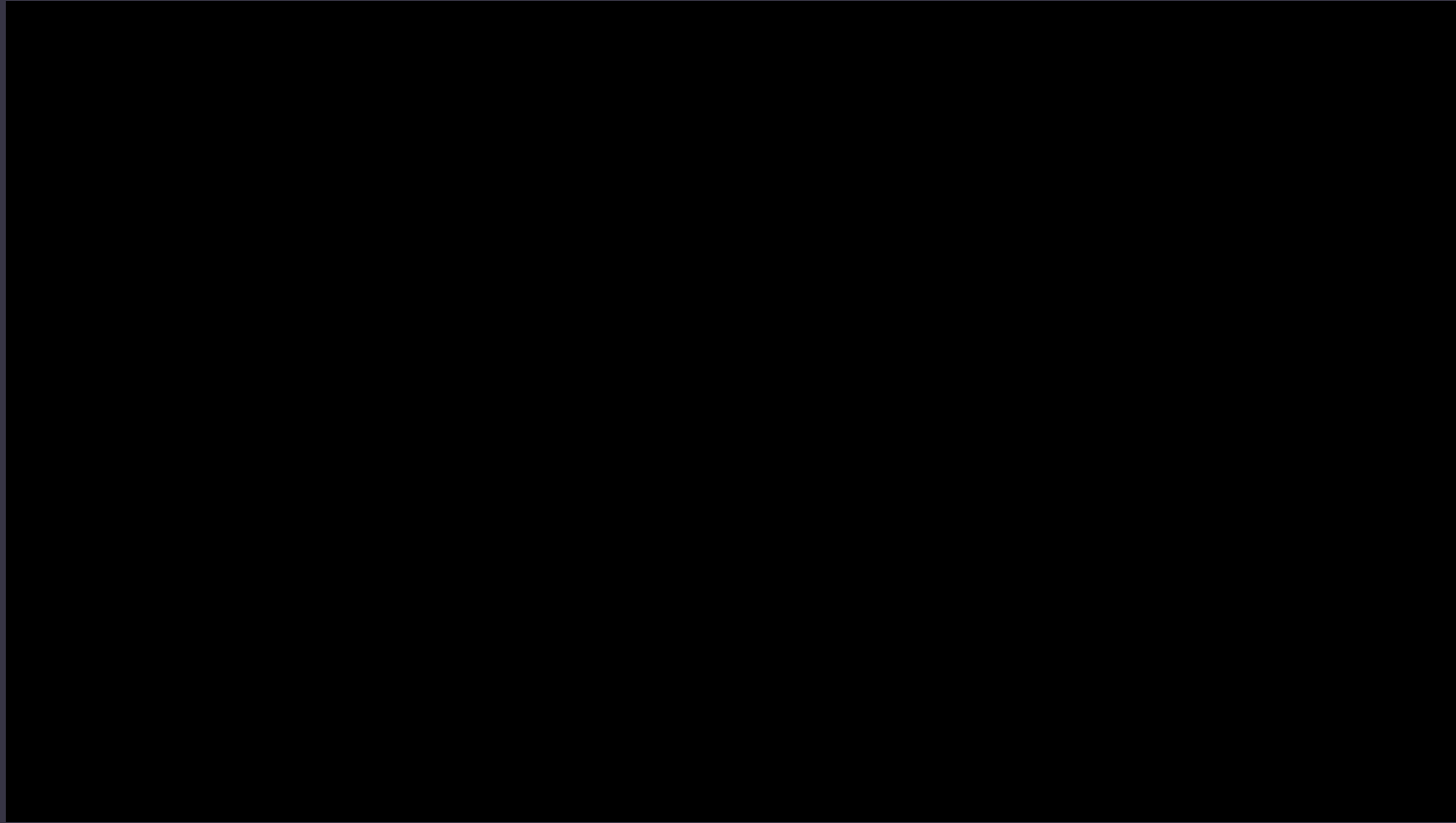
"in my first 100 days, I'm going to introduce legislation for comprehensive immigration reform with a path to citizenship – *that's not only the right thing to do*. Every independent analysis shows it will add hundreds of billions of dollars to our economy. We need to bring hard-working people ***out of the shadows***. America has always been a place where people from around the world work hard and apply their talents to American growth and innovation in pursuit of their own dreams. So we're going to do everything we can to get this done"



The Internal and Symbolic Walls:  
“Donald Trump quiere vernos desaparecer”

# *Desaparecer* (Disappear)

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# Conclusions

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- 2016 campaign: confrontation between candidates that supported different axiological understandings of the world.
- Through her campaign, Clinton promoted values such as globalism, cosmopolitanism, and multiculturalism.
- Ironically, her campaign was not progressive, but a strategy to support the status quo.



# The End

More information at:

[larrosa@temple.edu](mailto:larrosa@temple.edu)

[www.juan-larrosa.com/en](http://www.juan-larrosa.com/en)