

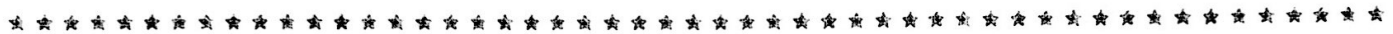
ANALYZING PRIMARY SOURCES

On the Stump



Presidential candidates give a mind-numbing number of speeches, to many different groups of people. How can they possibly manage it? Few of them could survive without a stump speech. This basic blueprint of promises, attacks on their opponents, and inspirational applause lines can be repeated over and over, with slight alterations for each stop.

By now, Hillary Clinton and Donald Trump are old pros (see pp. 6-9). Here are examples of two representative stump speeches made from their actual words. Study them, looking for ways that each appeals to emotions—in good and maybe bad ways. Also note how each uses generalizations or specific details to appeal to listeners. Then answer the questions that follow on a separate sheet of paper.



Hillary Clinton Stronger Together

Donald Trump Making America Great

It is wonderful to be here in this beautiful park dedicated to Franklin Roosevelt. He said there's no mystery about what it takes to build a strong and prosperous America: Equality of opportunity. Jobs for those who can work. The ending of special privilege for the few. A wider and constantly rising standard of living.

It's America's basic bargain. If you do your part, you ought to be able to get ahead. That bargain inspired generations of families, including my own.

I am running for president of the United States to make our economy work for you and for every American. For the successful and the struggling. For the factory workers and food servers who stand on their feet all day. For the truckers who drive for hours and the farmers who feed us.

Republicans trip over themselves promising lower taxes for the wealthy and fewer rules for the biggest corporations. They want to take away health insurance from more than 16 million Americans. They want to put immigrants, who work hard and pay taxes, at risk of deportation.

We have a very different vision. It's about lifting each other up, not tearing each other down. So instead of building walls, we're going to break down barriers. We're stronger together.

As president, I'll fight for comprehensive immigration reform that includes a path to full and equal citizenship, starting in my first 100 days in office.

Just weeks ago, I met a single mom juggling a job and classes at community college, while raising three kids. I want to be her champion and your champion.

1 Much of this text was taken from a speech given by Clinton in a New York City park dedicated to Franklin D. Roosevelt, the 32nd U.S. president (1933-1945).

It is great to be here. I'd like to thank all the amazing workers here for hosting us. People have asked me why I am running for president. I have built an amazing business that I love. So when people ask me why I am running, I quickly answer: I am running to give back to this country which has been so good to me.

When I see the crumbling roads and bridges, or the dilapidated airports, or the factories moving overseas to Mexico or to other countries, I know these problems can all be fixed. But not by Hillary Clinton—only by me.

Hillary Clinton supported Bill Clinton's disastrous North American Free Trade Agreement—NAFTA. NAFTA was the worst trade deal in the history of this country. We've lost nearly one-third of our manufacturing jobs since then. It has left millions of our workers with nothing but poverty and heartache.

I am running for president to end the unfairness and to put you, the American worker, first.

Hillary Clinton has also put forward the most radical immigration platform in the history of the United States. She has pledged to grant mass amnesty2 [to undocumented immigrants] and thus create totally open borders in the United States. I will build a great, great wall on our southern border, and I'll have Mexico pay for that wall.

Here are a few things a Trump administration will do for America in the first 100 days: Change immigration rules to give unemployed Americans an opportunity to fill good-paying jobs. Stand up to countries that cheat on trade. Repeal and replace job-killing Obamacare—it's a disaster.

2 Amnesty means a pardon for a crime. Many Americans believe that giving undocumented immigrants a pathway to citizenship would be rewarding them for an illegal activity.

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On the Stump, cont'd.

Hillary Clinton Stronger Together, cont'd.

As president I will give new incentives to companies that give their employees a fair share of the profits their hard work earns. I will propose that we make preschool and quality child care available to every child in America. Let's make college affordable and available to all and lift the crushing burden of student debt.

I wish my mother could have seen the America we're going to build together. An America where we don't leave anyone out, or anyone behind.

An America where a father can tell his daughter: Yes, you can be anything you want to be. Even president of the United States.

Donald Trump Making America Great, cont'd.

Americans are the people that tamed the West, that dug out the Panama Canal, and so much more. Then we started thinking small. Come this November, we can bring America back—bigger and better.

We will build the greatest infrastructure on planet Earth—the roads and railways and airports of tomorrow. Our military will have the best technology and finest equipment. Massive new factories will come roaring into our country, breathing life and hope into our communities.

We are going to make America rich again. We are going to make America safe again.

We are going to make America great again.

Questions

1. How do the candidates bring their personal histories into their speeches? Why do you think they do this? Does it make the speeches more effective?
2. Name at least one promise each candidate makes that you think he or she might have a very hard time fulfilling. Why would candidates promise something that's so unlikely? Would voters support them if they didn't make those promises?
3. What conflicting picture of undocumented immigrants do the two candidates give? What does each propose to do about them?
4. Give an example of how each candidate appeals to an ideal image of America and Americans. How does each use nostalgia for the past as part of his or her message?
5. What are each speech's strong and weak points? How does each use language effectively? How does each use generalizations or specific details? How does each use fear to score a point? What other issues would you have wanted each candidate to address?