Campaign Advertising: Examining the Differences Between Spanish and English Ads in the United States

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the United States

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ABSTRACT

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Campaign Advertising: Examining the Differences Between Spanish and English Ads in the United States

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This paper examines the differences between Spanish-language and English-language campaign advertising from the 2000 to 2012 primary and general presidential elections. The method used is a rigorous ad selection of Spanish-language ads with English-language counterparts that were aired in the same area at the same time. Each ad was descriptively analyzed following a precise set of criteria formulated in a coding grid. The main findings from this study showed that Spanish-language and English-language ads are different in that Spanish-language ads show more diversity, may exclude Latinos from American symbolism, show emotionally moving images, and consistently include five main issues: healthcare, jobs, economy, children, and education. This study also found an evolution in the campaign ads to be more inclusive of acculturated Latinos by using English-language ads to target the Latino community.

Approved: _____________________________________________________________

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CHAPTER 1: INTRODUCTION AND LITERATURE

Introduction

Spanish-Language Campaign Ads

According to de la Garza and Cortina, “Every 4 years, during the election season, Latinos are rediscovered by political parties, the media, and political pundits” (DeSipio & de la Garza, 2002; Ramos, 2004; de la Garza & Cortina 2007). The rediscovery of the Latino community has made that community seem to be an important voting block every presidential election year. The first Spanish-language presidential advertisement was televised in 1960; the ad featured Jackie Kennedy speaking Spanish directly to the Latino community (Kennedy, 1960). But it has only been recently that Spanish-language ads have become part of the typical presidential campaign. The gap between the airing of the first Spanish-language ad and the recent emphasis on the Latino community has created a time gap between the development of English-language and Spanish-language campaign advertising. The differences between the English-language and Spanish-language ads can be seen in existing research, as well as in the ads themselves.

Micro-Targeting

Most studies on campaign advertising focus on the effects of advertising on voter turnout. Campaign advertising has narrowed, looking toward different and more diverse groups of people within the American electorate. By micro-targeting, campaigns are able to contact specific voting groups through different outlets without alienating other groups within the electorate (Schipper & Woo, 2012). The Latino community is targeted through the use of Spanish-language ads (DeSipio & de la Garza, 2002). Although advertising has
increased, limited studies have been done with the aim of looking closely at the content of the Spanish language advertising, especially in comparison to the numerous studies done on English-language advertising (DeFrancesco Soto & Merolla 2008).

If the campaigns releasing the advertising do not view the Anglo and Latino community differently than the ads being aired in the English and Spanish-language should be the same. English language and Spanish language campaign advertisements that are aired in a similar time frame and the same media market should be exactly alike, since they are appealing to a general group of voters within a distinct region and timespan. But the recent increase in micro-targeting and consultant-centered campaigns (Burton & Shea, 2010) has led to a difference between the Spanish and English ads. The aim of this study is to find whether there is a difference between the ads being shown in English, to the Anglo voter, and in Spanish, to the Latino voter. Ads have become more narrowly focused on appealing different segments of the American electorate. The analysis of the Spanish and English-language ads seeks to find any differences, in order to confirm whether the Latino community is being targeting differently through Spanish-language ads.

_A Note on ‘Latino’ and Language_

The term Latino will be used to describe a group of people in the United States of Latin American descent. For the purposes of this paper the term will be regarded as gender neutral. While many different nationalities that fall under the general term ‘Latino’, the term is specific to those from Latin America. The term used by the United
States government for purposes of demographics in the United States Census is Hispanic. The term Hispanic will not be used, since the term refers to those of Spanish descent or coming from Spain, but the government uses the term Hispanic to encompass all the sub-groups from Latin America as well. The U.S. Census describes the term ‘Hispanic’ as an ethnicity, meaning that the data collected on ‘Hispanics’ have two racial backgrounds as well. Either a person, who self-identifies as ‘Hispanic,’ is White or Black with the option to choose a nation of origin. In order to separate the White non-Hispanics from White Hispanics the term White non-Hispanic is used. The group labeled as White non-Hispanics will be referred to as ‘Anglos’ or the Anglo community.

**Literature**

*Why Reach Out to The Latino Community?*

The reason for targeting the Latino community stems from the increasing population of Latinos in the United States (Abrajano and Panagopoulos, 2011). The Latino community in the United States comprised about 12.5% of the population in 2000. It increased to 16.3% in 2010, a 30.4% increase, in only 10 years (Census, 2010). Because the Latino community represents a large portion of electorate, with 51.6% of the eligible voting population are registered to vote, candidates running for office need to target Latinos in order to win elections. Latinos that live in Latino communities are more likely to vote than Latinos living in communities that are predominantly Anglo (Soto & Marello, 2007). In order to capture more of the Latino electorate the media market that encompass large populations of Latinos gets targeted for Spanish-language advertising.
High populations of Latinos, 65%, reside in nine states: Texas, California, New York, Florida, Illinois, New Jersey, Colorado, Arizona, and New Mexico (Arvizu & Garcia, 1996). Media markets in these states become saturated with Spanish-language advertising surrounding presidential elections (Barreto, de la Garza, Leal & Lee 2005). The Campaign Media Analysis Group’s data showed that in 2000 Spanish ads were aired in 9 of the 44 media markets. These nine markets overlap with the nine states with the highest Latino populations. (DeFrancesco Soto & Merolla, 2008). The airing of the Spanish-language ads in the markets with the highest populations emphasizes how the targeting of Latinos is regional to these areas.

The Spanish-speaking population in the United States more than doubled from 1980 to 2007 (Census Quickfacts 2007). The growth of the Spanish-speaking population may be the reason for the increased campaign advertising to Latinos, as well as the reason for these ads being run in Spanish. If candidates are basing their targeting of the Latino community by these statistics than Spanish may be the most efficient way to target the Latino community. The Latino community being targeted in the Spanish language may be rooted in the sociolinguistic and social psychological theory of accommodation. The theory of accommodation states that the more alike Person A is to Person B the more favorably Person B will view Person A. Applying accommodation theory to the use of the Spanish-language by the campaign may result in a more favorable view of campaign by the Latino community (Jaspers, Verschueren & Ostman 2010).
Latinos as a Voting Bloc

Spanish-language advertising has been studied less than English-language advertising (DeFrancesco Soto & Merolla, 2008). Existing research has studied Spanish-language campaign advertisements and their fixed effects on voter mobilization, but very limited research on the content of the messages below the surface of general positivity or negativity and how many issues are shown within each. It is necessary to understand the messages being imparted to the Latino community in relation to the messages being told to the Anglo community, since the information being imparted on the Latino community through Spanish-language advertising shows the dynamics of the discussion surrounding how Anglos and Latinos are viewed by campaigns.

Latinos are the fastest growing voting population in the United States. The growth of the Latino community has forced an increase in campaign advertising aimed towards Latinos (Shultz, 2004). The increase in advertising to the Latino community has resulted in narrowed targeting. If there are differences between the narrowed focus on the Spanish and English-language ads it is necessary to show how these ads have narrowed and become separated.

Exiting literature by Segal and Abrajano has examined Spanish-language campaign advertising in comparison to English-language advertising. These studies have been limited and are general. But these studies indicate they have found a few key differences between Spanish and English campaign ads. The findings have suggested that ads are not only targeting based on culturally relevant material, but also showing positive advertising more so than negative ads. The findings come from the belief that the Latino
community has previously responded poorly to the testing of negative ads from the Democratic National Committee and Sierra Club (Segal, 2002). After an initial negative reaction from the Latino community nine out of ten Spanish-Language campaign advertisements studied by Adam Segal, a leading research on Spanish-language ads, were positive, which is different than English-language that air ads that are more negative (Segal, 2002). More than 88% of spots on Spanish-language television networks were positive campaign advertising, while only 40% of English-language campaign advertisements in the same year were positive (Segal, 2002), the higher amount positive ads show a disconnect from candidate messages to Anglos and messages being imparted to the Latino community.

Turnout and Campaign Advertising

Current research suggests that it is possible to increase voter turnout rates by using Spanish-language campaign advertising. But even with the use of targeting techniques toward Latinos, the community is less likely to be engaged politically in comparison to Anglos and African-Americans (Panagopoulos & Green, 2011). The assumption that the Latino community’s turnout is low and the likelihood of Latinos being engaged politically is low studies insinuate that targeting Latinos through campaign advertising is similar to targeting new voters, since a sizable portion of the Latino community are non-voters (Barreto 2005). New voters are assumed to be low-information voters. Latinos with low information, studies have suggested, are more likely to look at candidates based on personality and non-policy qualities (Abrajano, 2005). Also, since large portions of the Latino community are non-voters it is important for campaigns to
impart positive information in their ads in higher quantities than negative advertising. This is to ensure a long-term relationship between the candidates and voters in a positive light and not alienate potential voters with negative information (Segal, 2002).

Targeting the Latino Community with Language

The use of the Spanish language in campaign advertising is a targeting mechanism used by campaigns. Bilingual Latinos, some studies suggest, have a more emotionally charged reaction to the use of Spanish than to the use of English-language, thus Spanish language advertising may be more effective when delivered to bilingual Latinos in Spanish (Abrajano and Panagopoulos, 2011). Other research suggests that there is no impact on bilingual Latinos from viewing Spanish-language advertising, but there is no dispute of the effect on non-bilingual Latinos (DeFrancesco Soto & Merolla, 2008). A survey conducted by Cancela, found that half of Spanish speakers in the study responded favorably to candidates attempting to speak Spanish in their advertisements. Forty-two percent of respondents said it was very important that candidates attempt to speak Spanish when targeting the Latino community (Cancela, 2007). If candidates are able to build an emotional connect with the Latino community, they may be able to imprint their names and messages more effectively to a once politically silent community. If the type of emotionality is recognized by those putting out the ads then emotion is a part of the targeting of the Latino community.

Differences between the English-language and Spanish-language

As the Latino community has become a target of campaigns, scholarly research in the field of campaign and election research has expanded to attempt to study its effects.
In a national survey, a sizable portion of Latinos viewed Spanish-language outreach from candidates as a sign of respect and recognition of the Latino community and culture (Abrajano and Panagopoulos, 2011). Attempting to show how Latinos reacted to campaign ads in Spanish then linked the theory of accommodation. A connection allows the Latino community to feel a respect for a candidate on a deeper level. Spanish-language advertising may be less policy-driven than English language advertising, instead using images and language that may be connected to a specific sub-group within the Latino community (Brader, 2009).

A study that is notable, the basic theory from the literature being that Latino viewing campaign advertisements in Spanish and English are more likely to recall the Spanish ad (Hernandez & Newman 1992). This may prove problematic for Latinos as a voting bloc, if campaigns use Spanish-language ads with non-policy focused campaign messages to target Latinos with low political knowledge. Especially if emotional ads are being aimed at those who do not speak English and are solely being used as attempts to appeal to their sense of culture in order to gain votes (Abrajano, 2005). More recent literature on language recall does not find a difference in bilingual retention of advertising (Luna & Peracchio 2010). But the current literature on Spanish language advertising, Abrajano, DeFrancesco, Soto, Merrolla, and Panagopoulos, tends to imply the older view that the Spanish language will be more memorable to the Latino community than the English language ad. The current research suggests that ads being shown to Latinos are lacking in policy. Also, Latinos recall advertising in Spanish in higher amount. If Latinos are recalling higher amounts the less substantive information in
Spanish, than it will be more difficult for the Latino community to make informed decisions based on the Spanish-language ads being shown to the Latino community.

Some literature has attempted to view specific campaigns in terms of their Spanish and English-language advertising, but we still know little about the differences between Spanish and English-language ads. Beyond the general positivity and negativity of Spanish-language advertising there is an inability of these studies to be generalized, but these studies lay the foundation for studying Spanish-language campaign advertising.

Another effect noticed by some of the Spanish-language literature as a result of the efforts to reach out to the growing Latino community has, according to Shultz and Segal, resulted in ads that lack content from both major parties (Shultz, 2004; Segal, 2002). These Spanish advertisements that lack content are being used to influence the Latino community. The use of culture in Spanish-language ads, culture being defined as a reference to original nations of origin, versus cultural references in English-language advertising has been observed to have significant differences. Spanish-language advertisements are targeted towards the culture of Latinos, but English-language advertisements are not targeted towards the culture of Anglos (Segal, 2002). Cultural references in the Spanish-language ads may be attempting to balance the lack of policy. The use of culture and the lack of policy force the recycling of the same issues to be played consistently through the Spanish-language campaign ads.

Of the issues that aired, existing studies showed that Spanish-language advertisements had recurrent themes that were seen in almost all of the Spanish-language ads. The themes amplify what is believed to be issues that Latinos identify, which are
family values, the economy, and education. Candidates use issues to connect with the Latino community (Cancela, 2007). Referencing culturally relevant topics can give clout to whichever candidate best exemplified these values, since they are so close to the Latino community. Latinos do not always vote for Latino candidates (Cancela, 2007). Children and education top the list of importance to the Latino community. A correlation can be seen with the notable increase in the discussion of children and education in Spanish-language advertising versus English-language advertising (Doherty & Anderson, 2000).

The existing research on issue-orientation is lacking. Current research shows huge gaps in policy advertising towards Latinos, but studies on issue orientation in the Latino community show that Latinos are far more receptive to a group of issues, while the Anglo community tends to shows a more distributed group of issues. The differences within campaign advertising to Latinos needs to be more highly defined by region. The beliefs of the group being targeted in order to accurately described if there are going to be an understanding of how deep the policy gaps are between the Latino and Anglo communities.

Studies have suggested that in Spanish-language campaign advertisements, candidates are less inclined to mention their political party in Spanish within the ads, while mentioning political party, either their own or their opponents, in slightly higher number of cases in English (Doherty & Anderson, 2000). This is an issue when those listening or viewing these advertisements speak little or English and these advertisements are their only connection to political information (DeFrancesco Soto & Merolla, 2008).
Disaggregation of Latino Groups

Research to date gives an overview of the research conducted on Spanish-language campaign advertising. The research does not disaggregate groups of Latinos, unless they are discussing television networks, which is a major gap in the research. Different nationality of origins within the Latino community respond differently to issues, Cubans do not vote, nor follow the same general beliefs as Mexicans or Puerto Ricans (DeFrancesco Soto & Merolla, 2008). Recently, scholars have made clear that Latino research must “distinguish among groups subsumed by the Latino label,” because “significant differences arise when the cohort population is disaggregated into its subgroup components” (Arvizu & Garcia 1996).

Looking at each group individually that is subsumed by the label of Latino, varying information about each group makes the sub-groups seem more divided than the generality of the term Latino affords each group. Voting turnout rates among the different communities within the Latino label vary. Puerto Ricans are the least likely Latino subgroup to vote, followed by the Mexican community. The Cuban community turnout rates are the exception within the Latino community because Cuban-Americans are voting more than Anglos (Arvizu & Garcia 1996). The Anglo community in the United States is typically regarded as a high voting segment of the electorate. Cubans are not usually credited for their high voting rates, since the United States subsumes the Cuban identity into the general group of ‘Hispanics’. Cubans are also an unlike others subgroups within the Latino community in regards to political alignment. Cubans are 80%
Republican, while the general Latino community is 84% Democrat and 10% Independent (Barreto, de la Garza, Leal & Lee 2005).

The reasons for these alignments with the parties have been explained by each subgroup’s historical experience (Barreto, de la Garza, Leal & Lee 2005). Cuban-Americans have typically voted for Republican candidates because of the Republican party’s historical anti-Castro and anti-Communist views (Barreto, de la Garza, Lee, Ryu & Pachon 2002). Uhlaner and Garcia argue that Mexican-Americans and Puerto Ricans have become aligned with the Democratic Party for their stances on immigration, government assistance and support programs (Uhlaner & Garcia, 2005). Other groups under the title of Latino are also grouped into favoring the Democratic Party, but current research has been less focused on delineating between these other nationalities subsumed by the Latino category.

Issues determine the voting patterns of the Latino community within their geographical area (Michelson, 2005). Issues matter to the Latino community regardless of party. These issues matter geographically for campaigns, yet issue orientation for the Latino community is an area of research that has not yet been fully explored. The research on the Latino community issue orientation within geographical region is minimal in comparison to the mass research done on issue identification geographically within the Anglo community (Branton 2007). Even though research on issue orientation of the Latino community is minimal there is still recognition of the differing attitudes towards policy and ideology among Latino sub-groups.
The limitations of the existing research relating to Spanish and English-language ads is mostly focused on the lack of their ability to generalize as well as the inability to place the ads in a theoretical framework. The ads being studied are relevant only for the sample that is being studied, since the comparisons between the ads are being drawn from the entire sample and not from ads that are suppose to mirror each other. The limitations of the above stated research becomes clear when attempting to compare Spanish and English ads aired by the same candidate. There has not been any scholarly research that has comparatively studied the Spanish and English-language campaign ads from the same candidate, which is a major gap in the research and needs to be considered and studied.

Therefore, this study has examined Spanish-language ads that have English-language counterparts in order to systematically and chronologically find if there were any differences between Spanish and English-language campaign advertising. The evolution of the Spanish-language campaign ad from 2000 to 2012 is the focus and will show how ads have become more narrowly focused towards the Latino community, as well as the sub-groups encompasses by the Latino title.
CHAPTER 2: HYPOTHESIS

This paper seeks to understand how the words and images differ from Spanish-language campaign advertising to the words and images put forth in English-language campaign advertising. I argue that Spanish-language campaign advertising will be more substantive and more culturally targeted than its English-language counterpart. Previous literature suggests that these types of differences can be seen when analyzing campaign advertising in the 2000 Presidential election. Republican ads that ran in Spanish contained no more than two issues, while Republican advertising in English contained more than two issues in almost 50% of the ads run (Doherty & Anderson, 2000). This shows how it has previously been suggested that Spanish ads are less substantive than English ads.

Another study examined the gubernatorial election between Governor Rick Perry and Tony Sanchez in Texas. Governor Perry ran attack campaign advertising against Democratic challenger Tony Sanchez in English, but chose not to run those same advertisements in Spanish, even though Rick Perry had launched a large-scale Spanish-language advertising campaign (Segal, 2002). The choice of leaving the Latino community out of the attack ads showed a differing technique on addressing the Latino community. Had there been equality in the advertising, Latinos seeing negative ads, or non-Latinos seeing only positive ads there may have been a different outcome in this race. The message being imparted to the Anglo community is different than is being imparted on the Latino community, suggesting that the Latino community is being advertised to differently through Spanish-language ads.
The cultural targeting of the Latino community through Spanish-language advertising has not been explicitly studied. There have been hints of cultural differences in the literature, but I argue that the cultural differences will be prominent when comparing Spanish and English-language ads from the same media market and area because the targeting of Latinos makes it necessary for a candidate to reach out to the community specifically through their experiences and beliefs.

My hypothesis is consistent with the existing scholarly information on Spanish-language campaign advertising. I assert that the current research is inadequate in explaining in substantive and descriptive terms the difference between the Spanish-language and English-language campaign advertisements, the current research lays the groundwork for how to study these campaign ads. More specifically, the current research gives influential empirical evidence that language in campaign advertising does matter, which is assumed under the premise that there are substantive and meaningful differences between the Spanish-language and English-language campaign advertising.

My findings depart from the current literature in that I show that the advertising between Spanish and English-language ads are significantly different in imagery and word choice in order to make the ads more appealing to the Latino community and that there is a growing divergence between the Spanish and English-language campaign advertising.

If there is a notable difference between the Spanish-language and English-language ads and these differences are consistent throughout all the ads within its election
cycle then there needs to be an explanation of the differences. While there is an understanding that if the ads are targeting the Latino community than there will be differences, but if the ads are the same, then the small differences will be the most important. The small differences show how the candidates view the Latino community, also it represents what the candidates believe to be important to the Latino electorate.

I assert that the reasons for the differences show that the Latino community is being viewed separately than the Anglo community. The Latino community will not be viewed as the general electorate, but a special segment that contains mostly low-information voters. If there is an underlying assumption by the campaigns that the Latino community consists of low-information voters than there is a large segment of the Latino electorate is being alienated, those who are not low-information. The informed voter is being ignored by campaigns with only showing positive surface deep ads and are only targeting low-information, but there is an evolution in the Spanish-language ads that are moving towards targeting the Latino community. This evolution is towards the micro-targeting of sub-groups within the Latino title and may encompass high-information groups with more substantive policy.

If there are differences between the Spanish and English ads than there are separate treatments of the Spanish-speaking and English-speaking populations in the United States. There is a necessity in knowing the differences in order to understand how the Latino community is being viewed as well as knowing what types of messages are being imparted to the Latino community in relation to the messages being conveyed to the Anglo community. There is an evolution showing the changing campaign style from
the macro to the micro-targeting that can be seen in English-language campaigning literature (Burton & Shea 2010) and can be applied to the examination of Spanish-language ads.
CHAPTER 3: METHODOLOGY

Campaign advertising will be limited to television, radio, and web-advertisements that were promoted in a certain area. Boundaries need to be set in order for Spanish-language campaign advertising to be further understood and studied in a scholarly way. The previous research helps explain that there is an effect of Spanish-language advertising on voter turnout and that there are differences between both Spanish-language and English-language campaign advertising.

In order to understand the extent to which campaign advertising varies by language a descriptive analysis of both Spanish and English campaign ads were selected from general presidential elections and presidential primary elections from 2000 to 2012. These ads were examined on imagery and word-choice. The imagery observed was relating to ethnicity, family structure, patriotic imagery, and the language-use on screen. The word choice identified was relating to policy and issues as well as the use of the same language.

Policy and issues of each ad looked at how many separate issues or topics were discussed, what issues are being discussed, was the ad to attempting to solve problem, suggest solutions, or simply stating that there are issues currently. Also analyzed were whether or not there were ads boosting previous policies that have been enacted either positively or negatively, does the ad suggest policies that will be enacted or should be
enacted, or does it show disagreement on current policies from the current or previous seat-holder.

When analyzing the cultural references in each ad, it was noted whether or not the ad could be applicable to a diverse group of races or if the ad was specified only towards Latinos. This was done by analyzing who was speaking Spanish in the ad, is it the candidate or a voice over from a native speaker, who is featured in the ad, is it a diverse group of people or are there specific culture similarities between the people, and what events are occurring in the ads.

The type of language being used in the ads also examined what types of emotionally charged language was being used – in relation to the specific groups of Latinos being targeted, for example, an ad in Spanish airing in Florida that mentions socialism or communism would produce emotional responses in the Cuban community.

In order to have a baseline of comparison the Spanish ads were compared to English ads that were shown in the same time-frame in the same media area, as the Spanish-language ad will be examined. These ads were analyzed in the same way as the Spanish-language ads for word-choice and imagery that would be relevant to the Anglo community. Ads were then compared to each other on the basis of these topics, but since there are higher quantities of ads in English than the Spanish-language and campaigns may run many different ads in English, there are only a very limited amount of Spanish ads in the same media market. For this reason ads that are similar in title, topic, and images will be used to compare.
The comparisons were made by examining each Spanish-language ad solely on the above stated criteria. Corresponding English ads were analyzed in conjunction with each Spanish ad, solely on the basis of how the candidate’s ads align with their Spanish-language advertising. If the candidate’s English-language ads and policy messages as put forth through these areas are not the same it is likely that the Spanish-language ads will be away from the policy platform messages from the candidate. But if the English-language ads are similar and follow the listed policy than that is where the comparison between the Spanish-language and English-language ads are most notable.

Negative ads were analyzed slightly differently, since negative ads are not focused around the candidate, but rather the opponent. The ads were viewed on all three criteria, but mostly on the content of the criticisms. The criticisms being put forth by each ad were compared to the criticism put forth by its counterpart. If the criticisms were different there was further exploration into the specific differences, which will be explained by the gaps, if they exist, between the Spanish and English language ads.

The chart below shows how each Spanish-language and English-language ad was analyzed in comparison to each other. Each ad was placed in this structure to define the qualities within the ads.
The current research on political advertising and turnout has two main competing theories when discussing negative campaign advertising. The first being that negative campaign ads demobilize voters and the other being that negative ads will stimulate voters. But Clinton and Lapinski’s alternative explanation to turnout effects of campaign advertising called the differential effects hypothesis. The differential hypothesis follows the stimulation hypothesis, but instead of viewing the tone of the ad as the major factor, it views the issues and content as it is relevant to the segment of the population that the ad is attempting to capture (Clinton & Lapinski, 2004). In this case the Latino community would be the segment of the population that the Spanish-language ads are attempting to capture. The differential hypothesis will be used in order to analyze the campaign advertising since the issues and content is the level at which the analysis is taking place.
After individual comparisons were made between each Spanish-language ad and their English-language counterpart, a general comparison of the ads in total was examined. The Spanish and English-language ads were viewed together, but in order to identify the differences that have been repeated between the ads have been looked at as a whole. The comparisons will not take into account how many times each ad was viewed or aired, but rather the presentation of the ads in respect to imagery and word-choice. What message is being sent to the Latino community and how does this differ from the message being imparted to the Anglo community? This is the main question being asked and not the effectiveness of the advertising.

Presidential ads were used, since there has been a sizable portion of research on advertising at the Presidential level. Also, much of the literature relating to the field of voter turnout has only been relevant on the national scale. Scholars agree that at the presidential level, Spanish-language ads affect voter turnout, but this may not be the same at other levels, which makes the Presidential level the only level at which there is a consensus that campaigning matters.

There are limitations to studying advertisements without reviewing every ad that had been aired on a smaller scale, like in congressional races. But, if comparing solely the ad to the “typical” ad that was run in the area with the same timeframe, than it is more difficult to pick cases that will fit the scope of this paper, since the Spanish-language ad is being compared along certain criteria in a certain space of time and area.

Primary ads should be included since in the past four years there has been an surge in Spanish-language advertising from primary candidates starting in 2008 and
continuing to today. The dramatic increase in the use of these ads will need to be studied and viewed, since ignoring these ads may cause of varying conclusion. Without showing primary and general election ads the evolution from a large scale to a small scale narrowed approach which may be missed, as well as the ads that connect the verbatim translations of English to Spanish ads to the ads that have a micro focus on the Latino community. It is understood that these recent ads are new and thus limited in scope, but they have deviated from the norm on primary ads in the past.

The ads examined are from eight candidates. From the Democratic primary in 2004 there are four ads from General Wesley Clark and two Governor Howard Dean that were examined. From the 2004 general election there are thirteen President George W. Bush ads and four Senator John Kerry ads examined. Two ads from the 2008 Primary election from Senator Hillary Clinton ads were examined. From 2008 General election there were seven Senator Barack Obama ads and eleven Senator John McCain ads. And most recently from the 2012 primary election there were four Governor Mitt Romney ads and two Speaker of the House Newt Gingrich ads examined. Thirty-eight of these ads will be examined with their counterparts, but seventeen of these Spanish-language ads do not have counterparts and will be examined along the same criteria in order to see if these ads show the same pattern as the previously examined ads. Translations and transcripts of each ad can be found in Appendix A.
CHAPTER 4: INDIVIDUAL AD ANALYSIS

This section will explain each Spanish ad individually with regard to its English counterpart. The ads will be discussed chronologically by election cycle. The differences in ads that ran at the same time, in the same market, with similar issues, and visuals should be minimal, but there are differences. The data collected from these ads has shown my hypothesis to be correct. In most cases English and Spanish-language ads were different in the criteria from the chart shown above.

The ads will be referred to by a title that will be in quotes. The titles were given to the ads either by the campaign or are named for the issues presented in the ad.

2004 Primary Ads

*General Wesley Clark*

During the 2004 Presidential Primary, General Wesley Clark’s ads “Secretary” ran in both English and Spanish. These ads discussed the same topics, jobs, personal background, and showed the same visuals: Wes Clark with his mother and family. The only differences between the Spanish and English ads come at the end when Wes Clark states that he approved the message. In the Spanish ad, Clark sounds as if he is over a phone, which takes away from the quality of the advertising. This makes the ad seem as though it was thrown together quickly and haphazardly. Not seen in this ad were references to ethnicity, patriotic imagery, difference in language on screen, difference in issues, or cultural references.

Clark’s ads “Responsibility” were similar to that of his previous ad Secretary in that the ad was identical except for the end message lacking quality and one image shown
on the screen. In this ad the issues discussed were personal attributes, Iraq, healthcare, and jobs.

General Clark’s ads lack diversity in the English ad, only showing one person of color, but in the Spanish ad there is an image shown that is not shown in the English one. About 40 seconds into the English-language ad General Clark is seen talking to a group of white people, but in the Spanish ad he is seen talking to a group of Latinos. This image is the only image that is different between the two ads and it is the only reference other than the use of Spanish to the Latino community.

The differences between the Wesley Clark English and Spanish ads are slight, but noticeable. The low quality of Clark’s “I approve this message,” in Spanish, does not flow with the quality of the advertisement. Also the image of a Latinos talking to Clark shows the purposeful placement of diversity where it lacked in the English ad. Even this slight change of one image is a targeting mechanism used to include the Latino community. Not seen in this ad were family structure differences, patriotic imagery, cultural references, language differences, or issue differences.
Howard Dean’s 2004 presidential primary ads, “Valores Hispanos” and “Every American,” are similar visually. But the message and delivery of these ads were very different. In the Spanish ad, Dean speaks Spanish and is directing his message to the Latino community. He discusses family, children, education, and jobs, stating that these issues are important to the Latino community and that he supports them. Dean’s Spanish is grammatically incorrect, and he refers to himself in the third person. For example Governor Dean states: “As governor creates thousands of new jobs”, which is incorrect grammar.

The title of the ad, “Valores Hispanos”, meaning Hispanic Values, sets the tone of the ad for separating Latinos from Americans. This ad generalizes the Latino community
and what is important to the group as a whole. This assumes all Latinos are the same, which is not true of any racial group, but it is assumed in this ad.

Dean’s “Every American” ad has Dean speaking directly into the camera, discusses Dean’s personal record, Iraq, tax cuts, jobs and economy, and healthcare. Also, there is a portrayal of the Bush tax cuts in a negative light and an assertion that Dean will fix all the current issues.

Dean’s Spanish ad is only focused on the Latino community as a group of ‘Hispanics’. The English ad is focused on “every American”. Dean does not mention that the Latino community as a part of the American community. Also, the values of the “every American” are different than the “Hispanic values”, which further separates the Latino and American communities. By pulling the Latino community away from the general American community there is a lack of recognition that Latinos are also Americans. Not seen in these ads were differences in ethnicity, since Howard Dean is the only person in both ads. Also there were no cultural differences, family structure, or language on screen.

2004 General Election

George W. Bush

President George W. Bush’s ads “Valores Familiares” (Family Values) and its English counterpart “Thinking Mom” were released on the same day in the same media market. Both ads discuss Senator John Kerry’s record while showing families together. The English ad discussed taxes as the issue that affected the “thinking mom”, while in the Spanish ad the issues that affected the family were abortion and the morning-after-pill.
But in the Spanish ad, instead of referring to the morning-after-pill by its direct Spanish translation, the ad calls the pill the “abortion pill.” Both of these ads are negative, but the emotion behind the Spanish ad was more effective. The main message of the Spanish ad was that children, if Kerry were elected, would have access to abortions and the morning after pill at school. The English ad was not discussing ‘hot button’ issues, but rather discussed specific policies associated with taxes.

The imagery between the Spanish and English-language ad were significantly different. As seen in Figure 2, the ‘thinking mom’ was in a minivan in a suburban neighborhood with her young son and daughter close in age; all three were blond with blue eyes. The family in the “Family Values” ad included a diverse group of children as well as a family that included grandparents, parents, and many children in an urban neighborhood. These ads did not include differences in the language on screen or spoken.
Bush’s ads, “Priorities,” are the exact same ad in English and Spanish, except for a few seconds of visuals in the beginning and end of the ad. In the beginning of the English ad there is a man, schoolchildren, a man with an American flag behind him that says “Working for America,” and then Bush giving a speech. In the Spanish ad, the man with the American flag is cut off before the flag is seen and switches to a screen with lettering on it, the same screen cut is shown in the English ad after the image of Bush speaking. At the end of the English ad, the paid-for-by, which refers to information at the beginning or end of the ad that states who paid for the ad, shows Bush on the bottom left in a color photograph, but the Spanish ad shows Bush on the bottom right in black and
white with a washed out background. These ads do not show any differences in ethnicity, family structure, or issues.

Figure 4. George W. Bush ad, “Priorities.” The above image shows the last image shown before the ads switch to showing words. The top ad is from the English ad showing a flag. The bottom image is from the Spanish ad in which the image of children is shown longer and the image of the flag is not shown.
Bush’s ads “Differences” are the exact same ad in English and Spanish. The ad discussed Kerry’s voting record negatively, stating that he has missed important Senate votes. But instead of the Spanish ad being completely in Spanish, the end line text stating the paid-for-by line in English. This seems to marginalizing factor for the Latino community, especially those that do not speak English. These ads do not have any differences in any other area except for the use of English in the ad.

Bush’s ads “Intelligence” in both English and Spanish are the same ad except for an additional translation and a wording change at the end of the ad. The slight wording change makes the ads tone seem harsher in Spanish. In the English ad, the ad shows Kerry speaking. But in the Spanish ad Kerry is overdubbed, meaning that Kerry is speaking in English, but there is also a Spanish voice overtop of the English translating Kerry’s words. This overdubbing makes it difficult to understand both the Spanish and English, since they are both being played together. At the end of the ads, the English ad explains that Kerry cannot be trusted, but in the Spanish ad the end explains that Kerry
breaks promises that he is made. These ads are only different in the category of language spoken.

Bush’s ad “Agenda” the Spanish-language ad touches on the economy, jobs, medical care, education, children and the poor, while the English ad discusses the economy, small businesses, tort reform, and job training. Both are positive and are suggesting policies to be enacted in the future. The visuals in these two ads are very different. The English-language ad shows an American flag waving throughout the ad. But in the Spanish-language ad only shows a plain blue screen. The end screen of both ads is the same with an American flag waving and a book with words in English. But the Spanish-language ad has the English words blurred instead of clear as they are in the English-language ad. There are also no children in the English ad, while there are many in the Spanish ad. The Spanish ad has a diverse group of people, but the English ad shows mostly white business people shown. The topics in the English ad are more specific, while the Spanish ad issues are more generalized. The differences in these ads are in the categories of ethnicity, family structure, patriotic imagery, and language on screen.
Figure 6. George W. Bush’s ad, “Agenda.” The above image shows the English ad on top and the Spanish ad on the bottom. The screens show the flag waving behind the entire ad in the English ad and the Spanish ad having a blue screen behind the entire ad. The last shot is of the Spanish ad and English ad both having an American flag but the screen is still fuzzy and blue.

Bush’s ads Mas Seguros, Mas Fuertes and Safer Stronger are the exact same ad with the same visuals and linguistic form as well as the same issue topic, the economy and recession. None of the categories from the coding grid applicable to this ad.

2008 General Election

*Barack Obama*

In the Obama ad “Nos Entiende,” aired in Puerto Rico, was aired in both English and Spanish. This ad is the same ad in both languages and discusses three issues: education, healthcare, and Iraq. Also, this ad is a rarity in that Obama’s ad shows him at a speech English in both of the ads. This ad is key to understanding the evolution of Spanish-language campaign ads and was aired in a U.S. territory where the predominant
language is Spanish, yet Obama not only airs an English-language ad, but a Spanish-language ad that is assuming the bilingualism of the viewer. These ads only show differences in language, since this ad uses both English and Spanish.

Obama’s ads, “Healthcare,” are only similar in that they both discuss healthcare. Both ads are emotionally charged, the Spanish ad shows Latinos discussing personal experiences in relation to healthcare and the need for a better system. In the English the ad says that the American people cannot afford McCain as president. Both of these reach out to the people’s emotions. The major importance of this ad in the changing of the Spanish-language advertising is the use of Latinos stating their experiences in the ad, as well as the ad personally relating to the Latino community. These ads show the movement towards the Latino-focused campaign ad. In regards to the chart used to examine these ads, there are differences in every category except the use of language.

Obama’s ads, “The American Dream,” are very different. In the Spanish version discusses healthcare, education, and the American dream. It is positive about the future and explains future policies. In the English version the American Dream is failing. The ad is negative and implies that failed leadership is to blame and that new leadership and a new direction is necessary. The Spanish ad is also different from English ad in that Obama speaks Spanish in the Spanish-language ad, while there is a voiceover in the English-language ad. Obama’s Spanish is clean and precise, which is in contrast to the earlier attempt at speaking Spanish by Howard Dean.

When looking at family in the English ad there is a man speaking very ominously and a family, consisting of a mother, father, and two blond children. While in the Spanish
ad there is an image of a young Latino mother with her dark haired Latino child. Again this ad is different in every category except for the language, which stays consistent throughout.

*Figure 7.* Barack Obama’s ad, “The American Dream.” The above image shows another representation of families in the Spanish and English ads. The top image is a family consisting of a happy young Latino mother and her daughter; this was shown in the Spanish ad. The two bottom images are from the English ad, they both have a mother and father with a young boy and a girl with light hair.
John McCain

McCain’s ads “Risk” and “Joe the Plumber” were aired on the same day in the same media market. The Spanish ad “Risk” discusses jobs, taxes, and Obama; in the English ad only taxes and Obama are discussed. Both ads are negative. These ads are very similar in topic, but the “Joe the Plumber” ad shows a lack of diversity in comparison to the Spanish ad. Also, in the Spanish ad, the paid-for-by is stated in English as well as the paid for text at the bottom of the screen is in English. These ads are different in every way except for a complete lack of patriotic imagery.

Figure 8. John McCain’s ad “Risk,” is pictured above. The bottom image’s lettering and quality is lessened in Spanish. The top image shows the only portion of the Spanish ad that was in English. The image quality is completely different, the top being more professional and clear, while the bottom is less clear with wording similar to that of a low quality computer program.

This ad comparison breaks from the norm, McCain’s ad Columbia Trade radio ad and web ad, the Spanish ad being the radio ad and the English ad being the web ad. The Spanish and English ads both discuss the positives of the Columbian Free Trade Agreement and McCain’s support of the policy. The radio ad aired in Florida and the web ad was promoted by the McCain campaign in the same areas. The web ad was promoted by the campaign through literature that advocated throughout the Miami media market to
view the ad on McCain’s website. The differences between these ads stem from the tone and speaker, Tony Villamil, a native speaking Cuban, is strongly discussing the need for the Columbian Free Trade Act (CFTA). The English ad shows McCain speaking about his role in the policy, but not necessarily with the same intensity as Tony Villamil. The main difference between these ads is the force in which Tony Villamil discussed the CFTA. This may be so forceful is that promoting trade with a Latin American country is seen as helping increase the job market for Latinos. The words used between these ads are completely difference, as well as issues and culture.

McCain’s radio ads “Recipe” in both English and Spanish has the same message which attacks Obama’s economic plans. The only difference between the ads is that the English ad does not have music in the background, while the Spanish ad does have music and is ominous. This is a slight difference, but does affect the quality and tone of the advertising.

McCain’s ads “Obama Chavez” is the same ad in English and Spanish, the difference being that there are subtitles to translate what Chavez is saying for those who do not speak Spanish. This ad is targeted towards the Cuban community. The history of the Cuban community makes any references to socialism or communism emotional for those viewing the ad. Although this ad is in both languages there is a much closer tie to Cubans who went through a communist revolution. The ad was aired in the predominantly Cuban area of Florida, Miami. The move from the macro-targeting of the Latino group to the micro-targeting of a sub-group subsumed by the Latino title is showcased in this ad. While there is a English-language counterpart that ad is still aimed
at the Cubans in the Miami area, since 80% of the Miami region is self-identified as Cuban-Americans (Census, 2010). These ads do not show differences in the categories of ethnicity, family structure, or issues.

2012 Primary Election

*Mitt Romney*

In Mitt Romney’s radio ads “Estoy” and “Conservative Leader,” Romney is established as a conservative in values. The Spanish ad discusses the economy, jobs, Obama, and relations with Cuba. The English counterpart discusses the economy and Romney’s pro-life position. The Spanish ad is more negative, discussing failed policies of the Obama administration, while the English ad is positive on Romney’s abilities. The ad is emotional in Spanish, reaching out to Cubans, discussing despotism, Castro, and Chavez. The English ad is a comparison to Reagan and attempting to elevate Romney conservatism, it does have a certain emotional element with the topic of abortion. The differences between these ads stem from the issues discussed, languages spoken, and cultural references.

Romney’s radio ads “Hechos” and “Florida Families” both attack Newt Gingrich and Obama, blaming Gingrich for the failures of the housing market and comparing Gingrich to Obama in both ads. The Spanish ad takes the blame a bit further stating Gingrich called Spanish “the language of the ghetto” and that he will continue to enforce the same openness with Cuba that Obama has been doing since coming to office. The English-language ad focuses solely on the economy and attacks Gingrich, while the Spanish ad is reaches out to the Latino peoples sense of identity by highlighting the
negative statements made by Gingrich about the Latino culture. The differences between these ads are contained in the cultural and issue categories of the words used.

*Newt Gingrich*

In Newt Gingrich’s ads “Latinos for Newt” are both aimed toward the Latino community and are both using emotional language. The issues discussed in the Spanish ad are taxes, jobs, and the socialization of medicine. In the English ad there is a discussion about Obama, conservatism, jobs, welfare, and budget. The imagery in the Spanish ad consists of riot videos from military states. The words used, while these images are being shown, is a comparison of where the United States is moving towards under the leadership of President Obama. The English ad has uplifting music in the background and discusses Newt’s achievements.

The Spanish-language ad shows a military riot. Generations in the United States coming from militaristic nations may still use their native tongue, Spanish, more frequently. But the English-language ad does not show this same military riot, since Latinos that speak English are already acculturated or born in the United States, thus have not experienced the military government shown in the Spanish-language ad.

Since both ads use Latinos there is a connection to the Latino community. This connection is obvious in the use of “we” and “us” meaning the Latino community, which is including both Spanish-speaking and English-speaking Latinos. This is a further evolution toward micro-targeting Latinos more narrowly than solely the use of Spanish, but also including the ads that use English-language as a way to target the Latino
community. The only real difference between these ads are the use of language, even though both ads show Latinos.

*Figure 9.* Newt Gingrich’s ads, Latinos for Newt, are shown in the above images. The top image shows the differences between the opening of the Spanish-language ad and the English-language ad, shown on the bottom. The top image is more connected to the group of Latinos from militaristic nations, while the bottom image is focused on the individual speaking.
CHAPTER 5: ANALYSIS OF THE GENERAL DIFFERENCES AND SIMILARITIES

Issue Orientation

The analysis of the ads in totality has revealed a few main points: topics and issues in the Spanish ads that are being discussed are consistently found across the majority of these ads; these topics being jobs, economy, children, education, and healthcare. If these topics are not discussed in the English-language ad than one will be present in the Spanish ad even if for all other purposes the ads are generally the same. For example in the McCain ad Recipe in English discusses solely Obama, but the Spanish ad talks about Obama and the future of the economy. This is consistent with the previous literature on the subject with the inclusion of jobs, children, and healthcare.

When looking at the five issues, children, jobs, education, healthcare, and economy, mostly discussed in the Spanish-language ads discussed 52.3% of the total. The English ads discussed these same issues only 33.3%. Individually, children were discussed in the Spanish ads 4.5% of the time, while children were discussed in none of the English ads. Jobs and workers were mentioned in 15.9% of the Spanish ads, while only being mentioned in 9.5% of the English ads. The largest difference is in Education: in the Spanish ad 9.1% of the ads issues were devoted to this issue, while only 2.4% of the English ads discussed education. The economy was the only issue discussed more in English than Spanish. The English ad discussed the economy in 11.9% of the cases and the Spanish ad discussing it only 9.1% of the cases.

When these five topics were not inserted into the Spanish ad, there were other issues that took their place. For example, in the 2004 Bush ad “Valores Familiares” the
discussion of Kerry’s support for minor children getting abortions without parental consent is the main point of the ad, but its counterpart discusses Kerry’s support of taxes, as an appeal to the sense of moral values, which when being aired in Spanish is aiming to appeal to Latinos pro-life opinions. Mentions of family values are consistent previous literature on Spanish-language ads.

Similar Ads

There were some ads that did not have any differences and were the exact same ad with a changed voiceover to a native Spanish speaker. This lack of differences in the early chronology of the ads shows the evolution from a translated English to Spanish-language ad to a more targeted focused ad, since these direct translation ads are not seen in the later years.

The decision to run an ad with a Spanish language counterpart may stem from the issues being discussed in the ad. When jobs, economy, children, education, and healthcare are the main discussion points those ads may be deemed useful in connecting to the Latino community. The ad may then be aired in Spanish as well. George W. Bush used this type of ad frequently. Both the Spanish and English-language ads were generally the same, expect for a few differences in the language and images that can be connected to the Latino community. These few differences may explain why General Wesley Clark’s ads low quality paid-for-by. If the ads were chosen based on the content than it may have been an after thought to formulate a Spanish-language ad from the already existing English ad.
Visual Differences

There are six substantial visual differences between the ads observed. Of the visual differences the most prevalent was the choice not to use White actors, but instead use either African-Americans, Latinos, and Asians actors. This is an attempt at reaching out culturally to the Latino population the ad is aiming to reach. If there is a lack of diversity then many Latinos may not feel themselves represented in that advertising. But the issue with switching the visuals of whites to a minority is that the English ad should be representative of the population as well as the Spanish ad.

Having too much of one minority or too little of a majority group may cause the alienation of whichever group is being alienated. Many Latinos in the United States, 20% of the total, identify themselves as White Latinos, which would exclude these people from the Spanish ad by replacing them with Latinos that are not white (Census, 2010). Not all Latinos are dark skinned, nor are all Latino non-blacks. By using a ‘typical’ Latino person with dark hair and brown skin in an ad, than those who identify themselves racially as white or black may feel alienated.

The second type of visual differences was the way in which families were portrayed in the English and Spanish ads differently. A mother and father with two children, a boy and a girl who were both blonde were typically shown in the English ad. In the Spanish ad this changed in both to showing a diverse family group, with either having many children of varying ages, grandparents, or a single young parent. This represents the common stereotype of large family including grandparents and many children (Berg 2002) or an young unmarried mother.
As shown above there were exclusions of flag usage; in these cases the ads had been linguistically identical at the time of the American flags exclusion. Campaign ads are meant to draw in voters, all voters are American, and thus all voters should identify with the American flag. By not showing American flag to make the ad more appealing to Latinos, also pulls Latinos away from the general American electorate. The Latino community although they demographically identify themselves with a certain ethnicity, does not necessarily mean that they do not identify themselves as American.

The 2004 Bush campaign excludes the American flag in the directly translated English to Spanish ads, but in a Spanish ad, Nuestro Pais, Nuestro Presidente aired in the same election there are many flags shown throughout the ad. The flags shown are not only of the United States, but Cuba, Puerto Rico, Mexico, Columbia, Dominican Republic, Venezuela, Nicaragua, and lastly the American flag. This ad does not come from the George W. Bush campaign, but rather was borrowed from Governor Jeb Bush when he ran for Governor in Florida, a state with a huge Latino population.

The fourth visual difference is the lack of children in English-language ads and the placement of children in the Spanish-language ads. This difference may be explained by the frequency of children discussed in the Spanish-language ads, since there is no reference at all to children in the English-language ads.

Another visual difference between these ads was the use of English in Spanish ads in the paid-for by line. The image of these can be seen above in Figure 8., which shows the Spanish-language ad with English words on screen. The Bipartisan Campaign Reform Act forces candidates to reveal in the ad that they approved the message and who paid for
the ad. The purpose of the paid-for-by messages were to make clear that negative ads
launched were from the opponent and in all of the cases above each time the ad explained
in English the approval and payment in a Spanish ad, the ad was negative.

The last visual difference showed riots and military state enforcement videos.
This is an appeal to emotion through images that connect with those viewing the ad. This
view of riot type video was present in one case in both an English and Spanish ad, but
while that ad was in both languages the English ad was still aimed towards those of
Cuban origin. This English ad only being aired in an area that the Latino population out
numbered the Anglo community 65% to 15% (Census, 2010).

Excluded Ads

The ads examined in the study were chosen based on the fact that have English-
language counterparts. In most cases the counterparts were basically the same ad with
some minor visual and linguistic differences. But if these ads were meant to be the same
there should not have been any differences between he discussions to the Latino
community and the ‘other’ community in which English language ads were being shown.
Even the slightest change, like the use of a blue screen instead of an American flag
disconnects the Latino community from the general American electorate. These changes
viewed chronologically showed the evolution of the campaign ad as is moved to a more
narrowed approach focusing solely on appealing to the Latino community instead of just
translating from English to Spanish.

The criteria of the study made it difficult to examine all major candidates in the
Presidential elections. Specifically, the 2004 election was a difficult election to find ads
run by John Kerry that matched the coding grid criteria. After examining some of the ads run by his campaign in Spanish from that election, it became clear as to why there were no ads that met this criterion. In the ads “Memorial Day,” “Honor,” “Faith,” and “Hospital” there is a link to Latinos and Latino culture being discussed that if aired in English would not be relevant in any part to the general electorate. In the ad “Memorial Day,” there is a list of Latinos that fought in wars and a mention of ‘Hispanics’. “Honor” is an ad that uses idea of faith to connect emotionally to Latinos and the way in which he describes working people in Spanish is referring to Latino workers. In the ad “Faith,” the narrator states outright that faith is a cornerstone of ‘our’ culture, meaning Latino culture, also the ad discusses immigration as well as reuniting families, which if said to the general election may sound like amnesty. In the ad “Honor,” there is a direct statistic only referencing Latinos as well visually only showing Latinos. These ads could not be translated into English and run to the general electorate, since immigration, healthcare, and family values are all topics presented in a way that are only be relevant to the Latino community.

Barack Obama ran an ad titled “Sequeira”. This ad discussed healthcare and McCain’s plan, but it shows a Spanish-speaking boy explaining his personal experience with cancer. This ad would connect to any persons watching, but as the ad continues it becomes clear that this ad is solely talking to the Latino community.

Obama also ran an attack ad, “Two Face” against McCain in which the use of “us” and “our” is referring to the Latino community. The ad also quotes Rush Limbaugh attacking Mexicans and undocumented immigrants as well as showing disagreement with
the immigration policies of the Republicans. This ad is highly emotional towards Latinos and can even be upsetting to those viewing, since the language against Latinos is so exemplified.

Hillary Clinton’s primary ad “The Voice For Those Without A Voice” is an outreach to the Latino community in Nevada. The ad discusses healthcare, family, and jobs Latinos specifically. This ad is emotionally charged calling an end to the demagoguery in the United States against Latinos. The ad uses “our” and “we” describing only the Latino community. There is also a discussion of a better life for Latinos, which is very closely tied to Latinos coming here from other nations seeking freedom. Clinton also uses this same type of language in the ad “Nuestra Amiga”. The ad describes “our” community, a Latino community, and the problems that plague “us” being those within that culture. Again the issues discussed are families, healthcare, and the economy. The Latino community is being micro-targeted in such a way that these ads would not be applicable to any other segment of the U.S. population.

McCain’s ads “Estamos Unidos” and “Fraudulent” both are specific to Latinos. The radio ad “Estamos Unidos,” which aired in Nevada and New Mexico, describes “us” and “we” not as Democrats, Republicans, or Independents, but as Latinos. The ad discusses taxes, families, economy, and the togetherness felt by the Latino community. “Estamos Unidos” attempts to be sympathetic to the needs of the Latino community. McCain’s ad Fraudulent is an attack ad against Obama. It discusses Obama’s record on immigration and claims that he believes the Mexican society is dysfunctional. The ad is
emotional and potentially upsetting for those of Mexican descent, while showing the movement to a more narrow targeting of the Latino community.

Potential Emotional Impact

These emotions of these ads are clear when viewing ads aimed towards Cubans in the Miami media markets in Florida. The ads aimed towards Cubans overwhelmingly mentioned Cuba, communism, and Fidel Castro. The emotion from these ads comes from the way in which these topics were included in the ads. In the “Latinos for Newt” ad, there were riot videos from Cuba shown with an explanation of where our country is going under Obama. These images will evoke memories to those who came to the United States as a part of the exile community. The exile community is referring to those who left Cuba in order to escape human rights violations by the government in Cuba. These same exile communities will be emotionally moved when the discussion of Cuba and Castro is included, since a majority of Cubans in the Miami are anti-Castro (Chang-Chun, Grenier & Kwon 2004). The direct attempt by campaigns to appeal to the Cuban community, again, shows the growth of movement from the overarching general issue orientations, to an accurate historical identity of a certain sub-group within the Latino community.

The Use of Language

The use of “we” and “us”, referring to the Latino community, in the Spanish ads that were examined for this study are non-existent in the ads from 2000 and 2004, but start to make an appearance in the 2008 ads and are overwhelmingly present in the 2012 ads. The Spanish ads that were not a part of the comparison study, because of their lack
of a counterpart, showed the use of “us” and “we” in every ad. Some of the ads from the comparison has the same use of “us” and “we”, but only in ads that are targeting Latinos in both the English and Spanish-language ads. These ads are shown much later chronologically. Viewing Latinos as a collective identity is assuming that Latinos share “common histories and analyses of their historic and continual shared oppression” (Denton 2009). But this use of “we” and “us” does not account for the differing ethnic diversity within the Latino group label; specifically it does not differentiate between countries of origin (DeFrancesco Soto & Merolla, 2008).

The United States government has also subsumed the entire Latino identity into the ethnic title of “Hispanic”, which means that the entirety of those being described as Latinos (or Hispanic as the Census uses) are not a race of people but rather an ethnicity (Junn & Matto, 2008). An ethnicity can be include any race of any race, which means Latinos are not necessary a collective identity, according the United States Census, since there is not a shared historical background between races. The targeting of Latinos are based from media market demographics, used from Census demographic information, meaning that even though there is an assumption of a collective identity of Latinos because of their ethnicity, does not necessarily mean they all share the same racial categories. Thus the assumption of the collective Latino identity may be mistaken.

Evolution of the Ads

Chronologically viewing these ads shows the evolution of the Spanish-language campaign ad from being a general translated message from an English-language ad to an ad that is targeted on the micro level to the Latino community in both the English and
Spanish-language. The ads from the 2000 and 2004 elections showed Spanish and English-language ads were relatively similar in word-choice and imagery. Viewing ads from the 2008 and 2012 elections shows an increase in ads that are farther on content and visuals than the previous years. Also, the ads shown in the 2008 and 2012 elections are being aimed towards Latinos in both the English and Spanish-language. The Newt Gingrich ad “Latinos for Newt” and the Barack Obama ad “Nos Entiendes” are aimed at Latinos while speaking in English. Also the “Nos Entiendes” ad assumes bilingualism. This shows that there are both movements away from the English messages as well as an acceptance of acculturation of Latinos by using English to communicate to the community.

The movement from the widened view to a narrowed targeting from campaigns on a whole, as explained by Burton and Shea, is mirrored on a small scale in the Spanish-language ads. Campaign targeting from the 1970’s up until today has become increasingly narrow and targeting smaller groups within the American electorate (Burton & Shea 2010). A microcosm of the campaign targeting from the 1970’s can be seen in when viewing the Spanish-language ads from 2000 to 2012.

The evolutionary moves towards bilingualism and targeting Latinos in Spanish shows a shift in political strategy. This strategy is focusing on those who are acculturated into the English speaking community. One scholar suggested this move as a way to capture more of the Latino electorate by focusing on “mobilizing the third-plus generation and the more acculturated Latino population” (Branton, 2007). Third-plus generation meaning, which refers to those whose grandparents, originally immigrated to
the United States. This change over was suggested by not necessarily anticipated. The understanding of the Latino community’s identity as English speaking culture in the United States can also be seen in the news media. Recently, the television networks ABC and Univision announced their partnership in creating a television news station aimed at Latinos, but that will be airing in the English-language.

The images of Latinos over the past twelve years have also evolved. The ads from the 2000 Presidential campaign portray Latinos as a stereotype, while ads from the 2012 race have moved towards showing Americanized working Latinos. The little girl portrayed in the top image shows traditional Mexican garb which distinguishes the girl as a Mexican or a Latino. While the bottom image shows the American who also just happens to be Latino. These ads, while not in the comparison exemplify the differences between the portrayals of Latinos today versus 12 years ago. The acceptance of Latinos into American culture is becoming evident through these ads.
While there has been an evolution with the campaign advertising this new form of advertising to Latinos in both English and Spanish may bring to light new issues. If Latinos are being advertised to specifically in English than what medium should show the ads? Currently, Spanish-language advertising is being shown on Spanish-language television stations, but if these ads are moving towards the inclusion of English ads for Latinos would these ads still be aired on Spanish language networks or on English-language stations. The new ABC/Univision joint venture may help to alleviate these issues, but this gives only one network option to the entirety of the possible ads. The portrayal of Latinos in the media and campaign advertising are following similar paths.
and recognizing that Latinos do not solely speak Spanish, but have become acculturated into an English speaking and bilingual society.
CHAPTER 6: CONCLUSION

De la Garza and Cortina explain the rediscovery of Latinos every four years. It has been show that there are differences between Spanish and English-language ads and that the Spanish-language ads are evolving. The campaigns appealing to the Latino community make the appearance that the Latino community is becoming intertwined in the daily dealings within the American political system. But these types of dealings are only occurring during the Presidential campaign cycle. Before the presidential election cycle started there was a lack of media attention focused of the Latino electorate. Currently, the U.S. is in the midst of a presidential cycle and the media has rediscovered, along with both Obama and Romney, the Latino electorate.

Despite the rediscovery of Latino we still know little about Spanish-language campaign advertising. There is a lack of recognition of the identity of the diversity of the Latino community as a group of peoples from over 20 nations. This is evident in the lack of discussion on the differences between the sub-groups of Latinos that hold different values and vote differently. The inclusion of English into ads targeted at Latinos has been a major factor in the evolution of the Spanish-language campaign ad. These ads are no longer just Spanish-language, but rather Latino-oriented.

The differences between campaign advertising in Spanish and English-language in the earlier years shows the assumptions that Latinos are a collective group of peoples that share similar ideals and values. But as the ads become more recent there is a switch to a more micro-targeted approach that differentiates among the sub-groups within the
Latino identity. The differences between these ads alienate the Latino identity the general American electorate, while simultaneously encouraging the Latino community to be a part of the American culture with the use the English language.

Unless the ad being shown is exactly the same the differences in the ads will be focused on the diversity, family structure, using the same five policy issues, and toning down patriotic messages. A finding that was not expected by the hypotheses was the use of the English-language in the Spanish-language ads. This occurred early in the chronology of the campaign ads that showed only the paid-for-by in English. This then evolved to the use of the English-language as recognition of the bilingualism of the Latino community.

The move away from the translated English-language ads to targeted Latino ads, also gave way to the inclusion of “us” and “we” in the ads. The “us” and “we” in these later ads are being used purposely to discuss the Latino community as a whole. By using these term, “us” and “we,” the community of Latinos are being micro-target instead of being an afterthought of the campaign advertising.

The differences between the ads did support of my hypothesis in that there were imagery and word use differences between the ads as well as purposeful connections to a Latino sub-groups culturally identity. The evolution towards larger distinction between the Spanish and English ads, while at the same time a breaking down the language barrier. The ads changed from being straight translations from English to Spanish to the specific targeting of the Latino community. This may be due to the increase in micro-
targeting and the understanding on the part campaigns that the values of the Latino community may be different than that of the Anglo community.

When looking at the current literature in comparison with this study there are a few discrepancies. Negativity in the campaign ads was seen relatively equally throughout both the English and Spanish ads. There was not an overwhelming use of positivity as suggested by the previous literature on the topic. The negative Spanish-language ads were more prevalent after the 2004 election, after the ads for the previous studies were aired, which may account for the discrepancy between the literature and this study. Also as previous literature suggests, there was no mention of party in any of the Spanish ads viewed, except for one Romney ad, but in these ads the party was mentioned in both languages. These ads are not consistent with the literature in that both the English and Spanish ads had no mention of party. In this instance, the previous literature may have been incorrect in its assumptions, since a direct comparison of similar ads would best to examine these differences and not just the viewing of any ads from one race.

Research on Spanish-language ads, mainly voter-turnout literature, has been operating under general assumption, from previous literature, about the ads being shown to the Latino electorate, specifically in relation to the ads being shown to the Anglo community. The beliefs that Spanish-language ads are more positive, lack policy messages, and are actively appealing to culture are the root of these assumptions. But if these assumptions of difference between the ads are not as widespread as once believed than much of the information surrounding the research based on these assumptions may
not be correct and new studies need to be done in order to fully understand the current situation of Latinos in campaigning.

The differences between these ads are simultaneously marginalizing the Latino community from the general American electorate and including them into American culture. While these ads showed differences they were not the same differences as previous literature has indicated. Existing studies found that strategists are not appealing to the educated sectors of the Latino electorate and that only low-information voters are being targeted is a notion that ads in the Spanish language are devoid of policy messages and only include cultural and symbolic messages (Abrajano, 2005). According to the data collected previously some assumptions used in existing literature this may not necessarily be true. The ads did not show a lack of policy messages but rather a showing of repetitive messages that were consistent in the Spanish ads. Also, while there were culturally relevant material in the ads from the 2000 and 2004 campaigns it was not the only material in the ads. The belief that only low-information voters were being targeted does not follow with the ads that were examined.

By moving away from direct translations of English to Spanish-language ads campaigns are capturing more voters. The Latino community has the potential to be a huge voting bloc. The increase in focus on the Latino electorate during the Presidential election shows the recognition of the community’s ability to change an election. The news media has also gone through its own evolution in regard to the Latino community. From 2001 to 2002 there was a 74% increase in the use of Latinos in interviews from CBS, ABC, and NBC. But even with the increase of news related to
Latinos, they are still typically portrayed as a dysfunctional underclass living in poverty or as criminals on news network programming (NAOHJ). Today the ABC and Univision partnership is starting to chip away from these stereotypes and legitimize the Latino community. When asked about the merger the ABC News President commented that Latinos speaking English is “not the future of America” but rather is “present of America” (Washington Post, 2012). The United States is changing and campaign ads are changing accordingly.

Future Research

It has been shown that there is a difference between Spanish and English-language campaign advertising, as well as, given new insight into how ads aimed towards the Latino community have become more narrowly targeted through the inclusion of the English-language in Spanish-language advertising. Also, the evolution of the targeting of Latinos and sub-groups within the Latino community was shown to be occurring at higher-rates more recently.

It has been shown that there is a distinct difference between past literature and the current findings from these ads. Further studies into advertising aimed towards the Latino community is necessary to fully understand the potential repercussions of the differences between the Spanish and English ads. The Latino community is being simultaneously included and excluded from American culture through the differences in the Spanish-language and English-language ads. As research on this subject progresses it is essential to not only view the ads aimed at Latinos in Spanish, but also the ads that are beginning to target Latinos in English. The effects of these ads have yet to be studied.
The basic understandings from this analysis could become the basis of study for these bilingual advertisements.

Another potential research avenue would be the study of the evolution of these ads in relation to new media and popular culture. The study found a similarity between the evolution of these ads and new media, which may be helpful in tracking how preferences and issues pertinent to the Latino community change in all forms. Another way to track these preferences and issues may be to look towards commercial advertising that targets Latinos.

The differences between the Spanish and English-language ads and the manner targeting of the Latino community has evolved have been shown to be chronological. The Latino community may be able to become an active part of the American political culture if their rediscovery is not coupled with an increase in voter turnout. Also, if there is an increase in the voter turnout within the Latino community than there will be an even greater necessity to study and understand the Latino identity in the same depth as the Anglo community.
CITATIONS


Schipper, B. C., & Woo, H. Y. (2012). Political awareness and micro targeting of voters in electoral competition. Informally published manuscript, Department of Economics, University of California, Davis, CA.


APPENDIX: SPANISH AND ENGLISH AD TRANSLATIONS AND TRANSCRIPTS

Title: Responsibilities
Candidate: Wes Clark

Translated from Spanish:

A bullet shattered is hand. The 2\textsuperscript{nd} and 3\textsuperscript{rd} hit his shoulder and leg. As he hit the jungle floor he rallied the troops and directed the firefight. He remained with his unit until the last battle was over. Now when we need a leader to clean up the mess in Iraq he’s the one who has done it. In the Balkans he helped negotiate a peace between bitter enemies and led a multinational force that stopped a campaign of terror, liberated a people and brought peace without the loss of a single American soldier. He speaks four languages but his actions speak more eloquently than words. He can get our country moving on jobs and health care. A quiet real American courage and a man who cares first about the people he leads. Wes Clark’s life is a simple American story but he will make an extraordinary American president. I’m Wes Clark and I approved this message.

English Transcript:

A bullet shattered is hand. The 2\textsuperscript{nd} and 3\textsuperscript{rd} hit his shoulder and leg. As he hit the jungle floor he rallied the troops and directed the firefight. He remained with his unit until the last battle was over. Now when we need a leader to clean up the mess in Iraq he’s the one who has done it. In the Balkans he helped negotiate a peace between bitter enemies and led a multinational force that stopped a campaign of terror, liberated a people and brought peace without the loss of a single American soldier. He speaks four languages but his actions speak more eloquently than words. He can get our country moving on jobs and health care. A quiet real American courage and a man who cares first about the people he leads. Wes Clark’s life is a simple American story but he will make an extraordinary American president. I’m Wes Clark and I approved this message.
Title: Secretary
Candidate: Wes Clark

Translated from Spanish:

The boy was nearly four when his father died. His mother gathered him up and moved home to Arkansas. She found a job as a secretary in a bank. It didn’t pay much but that job kept their heads above water and held them together. So is it any wonder that Wes Clark’s plans for jobs are bold and real. Wes Clark will never forget what one job can mean to a families life and a young child’s hopes. I’m Wes Clark and I approved this message.

English Transcript:

The boy was nearly four when his father died. His mother gathered him up and moved home to Arkansas. She found a job as a secretary in a bank. It didn’t pay much but that job kept their heads above water and held them together. So is it any wonder that Wes Clark’s plans for jobs are bold and real. Wes Clark will never forget what one job can mean to a families life and a young child’s hopes. I’m Wes Clark and I approved this message.
I am George W. Bush and I approved this message. John Kerry promises…
He will immediately reform the intelligence system. But, as a member of the intelligence committee Senator Kerry was absent for 76% of the committees hearings. In the year after the first terrorist attack on the world trade center Kerry was absent for every single one. That same year he proposed slashing Americas intelligence budget by 6 billion dollars. There’s what Kerry promises is different than what he does.

English Transcript:

I am George W. Bush and I approved this message. John Kerry promises…
KERRY: “I will immediately reform the intelligence system”
Oh really? As a member of the intelligence committee Senator Kerry was absent for 76% of the committees hearings. In the year after the first terrorist attack on the world trade center Kerry was absent for every single one. That same year he proposed slashing Americas intelligence budget by 6 billion dollars. There’s what Kerry say and then there’s what Kerry does.
I’m howard dean and I approved this message cause its time to stand up to George Bush. I opposed the war with Iraq but too many Democrats supported it. But I want a foreign policy consistent with American values. I opposed the Bush tax cuts because they’re bad for the economy and costing us jobs. As governor I created jobs balanced the budgets and made sure nearly every child in my state had health insurance. As president ill make sure every American does too. Join the campaign together we can take our country back.

The most important values of the Hispanic community are family, children, education and work. Hi, I'm Howard Dean, and I approved this message. As Governor, create thousands of new jobs and doctor to make sure we provided almost all child and youth. In addition, we created a system of first-class education. The values of the Hispanic community are the values of Howard Dean.
English Transcript:

I’m George W. Bush and I approve this message. John Kerry’s economic record:
Troubling.... Kerry voted to increase taxes on Social Security benefits. And, he voted
against giving small businesses tax credits to buy health care for employees. Kerry even
supported raising taxes on gasoline 50-cents a gallon... Now John Kerry’s plan will raise
taxes by at least 900 billion dollars his first hundred days in office.... And that’s just his
first 100 days.

Translated from Spanish:

I’m George W. Bush and I approve this message. John Kerry’s economic record:
Troubling.... Kerry voted to increase taxes on Social Security benefits. And, he voted
against giving small businesses tax credits to buy health care for employees. Kerry even
supported raising taxes on gasoline 50-cents a gallon... Now John Kerry’s plan will raise
taxes by at least 900 billion dollars his first hundred days in office.... And that’s just his
first 100 days.
Title: Priorities
Candidate: Bush

English Transcript:

President Bush: I'm George W. Bush and I approve this message.

Voice Over: Leadership means choosing priorities. While campaigning, John Kerry has missed over two thirds of all votes. Missed a vote to lower health-care costs by reducing frivolous lawsuits against doctors. Missed a vote to fund our troops in combat. Yet, Kerry found time to vote against the Laci Peterson law that protects pregnant women from violence. Kerry has his priorities. Are they yours?

Translated from Spanish:

President Bush: I'm George W. Bush and I approve this message.

Voice Over: Leadership means choosing priorities. While campaigning, John Kerry has missed over two thirds of all votes. Missed a vote to lower health-care costs by reducing frivolous lawsuits against doctors. Missed a vote to fund our troops in combat. Yet, Kerry found time to vote against the Laci Peterson law that protects pregnant women from violence. Kerry has his priorities. Are they yours?
Title: Thinking Mom  
Candidate: Bush

English Transcript:

Mom: 5:30 and I need to get groceries. I’m gonna be late.
Radio: John Kerry and the liberals in Congress voted to raise gas taxes 10 times
Mom: 10 times? Gas prices are high enough already. Radio: Raised taxes on senior social
security benefits and raised taxes on middle class parents 18 times. No relief there from
the marriage penalty. Mom: More taxes because I’m married? What were they thinking?
Radio: 350 times higher taxes from the liberals in congress and john Kerry
I’m George W. Bush and I approved this message

Title: Valores Familiares  
Candidate: Bush

Translated from Spanish:

The topics that are of importance to your family: Do you know if John Kerry and the
liberals in Congress share our values? Kerry and the liberals voted to allow minors to
have abortions without the consent of their parents. Voted to distribute the morning after
pill in our schools to our children without any parent knowing. John Kerry and the
liberals have their values. Are they yours?
Title: Agenda  
Candidate: George W. Bush

English Transcript:

We have come through a lot together. During the next four years we will spread ownership and opportunity. We need to make our economy more job friendly to keep American jobs here in America. We must allow small employers to join together to purchase insurance. We must end the junk lawsuits and enact tort reform. We have to make sure our workers have the skills necessary to fill the jobs of the 21st century. I’m George W. Bush and I approved this message.

Translated from Spanish:

The President George Bush and our leaders in the Congress have a plan. Fortifying the economy to create more jobs to create more workers. Investing in the education. Help small businesses to offer medical insurance to its employees. Give medical insurance to all the eligible children. Create a hospital in all the poor communities. Read the plan that improves your life.
Title: Mas Seguros, Mas Fuertes
Candidate: Bush

Translated from Spanish:

I’m George W. Bush and I approve this message.


English Transcript:

I'm George W. Bush and I approve this message.

English Transcript:

To fuel our economy, we must create more jobs for Americans and for our neighbors to the south. With better jobs, more of them will be able to stay in their country. We can't go back on our word on free trade promises with Mexico, Canada, Central America or anyone else. We must encourage more trade agreements to create more jobs on both sides of the border; that's why I'm behind the Colombian Free Trade Agreement. I'm John McCain and I approved this message.

Translated from Spanish:

This is Tony Villamil speaking, ex-director of Tourism, Commerce and Economic Affairs of Florida. When it comes to a strong economy for our state, commercial trade with Latin America is crucial. Three quarters of Florida's exports are with Latin America, and the Colombian Free Trade Agreement would create even more opportunity. In this election, there are some that talk about revising the Free Trade Agreement with Mexico and Canada and oppose the Agreement with Colombia. This would hurt our economic future. Last year Florida's exports to Latin America reached almost $45 billion dollars. Colombia is Florida's third most important export market and this trade agreement would create almost 5,000 new jobs John McCain supports the Colombian Agreement, knows about our alliances with our hemisphere and understands our economy grows thanks to trade. Remember who stands for prosperity in Florida, our country and our hemisphere. His name is John McCain. I'm John McCain and I approve this message. Paid for by John McCain 2008.
Title: Joe the Plumber
Candidate: McCain

Transcript:

I’m John McCain and I approved this message. Americans are catching on:
Joe the Plumber: “Your new tax plan is going to tax me more”
Obama: “It’s not that I want to punish our success I think when you spread the wealth around it’s good for everybody” Everybody? Leading papers call Obama’s taxes welfare and government handouts. Obama raises taxes on seniors and hard working families to give welfare to those who pay none. Just as you suspected Obama’s not truthful on taxes.

Title: Riesgo
Candidate: McCain

Translated from Spanish:

Experts predict that Obama and congressional liberals' new taxes and health care mandate will kill jobs. If you own a small business or work for one, you know that more taxes means less jobs, less money in our pockets and less opportunities. Who's going to hire with so many taxes! Obama and congressional liberals: Too risky for jobs and small business. I’m John McCain and I approved this message.
Did you see who Obama wants to talk with? Go to hell, you filthy Yankees! Barack Obama says that he would meet Chavez without conditions. Filthy Yankees, go to hell hundred times! He said he would meet in his first year in office. The United States, which is behind every conspiracy against our country. He said it was a disgrace that we haven't spoken with them. If any aggression were to come against Venezuela, then there will be no oil for people or the government of the Unites States! Do you believe we should talk with Chavez? We, you filthy Yankees, know that we are resolute to be free, no matter what happens, and at any cost! In November, you decide. I'm John McCain and I approved this message.

Translated from Spanish:

Did you see who Obama wants to talk with? Go to hell, you filthy Yankees! Barack Obama says that he would meet Chavez without conditions. Filthy Yankees, go to hell hundred times! He said he would meet in his first year in office. The United States, which is behind every conspiracy against our country. He said it was a disgrace that we haven't spoken with them. If any aggression were to come against Venezuela, then there will be no oil for people or the government of the Unites States! Do you believe we should talk with Chavez? We, you filthy Yankees, know that we are resolute to be free, no matter what happens, and at any cost! In November, you decide. I'm John McCain and I approved this message.
Fame must be grand for Barack Obama. But is he ready to lead in tough economic times? Official records document, Barack Obama has a grand history of raising taxes, even on middle class Americans making $42,000 a year. If elected President, Obama's promises would mean even more taxes on income, electricity, small business, seniors, your life savings, your family. Painful taxes when times are tough enough. Obama's ideas "a recipe for economic disaster." Las Vegas Review-Journal. Obama's policies are "poorly crafted and will result in "higher prices at the pump." Washington Post. Obama's plans will "stunt small business" and threaten "America's economic competitiveness." Wall Street Journal. More taxes. Higher gas prices. A recipe for economic disaster. That's the real Obama. I'm John McCain and I approved this message.

Translated from Spanish:

Fame must be grand for Barack Obama. But is he ready to lead in tough economic times? Official records document, Barack Obama has a grand history of raising taxes, even on middle class Americans making $42,000 a year. If elected President, Obama's promises would mean even more taxes on income, electricity, small business, seniors, your life savings, your family. Painful taxes -- when times are tough enough. Obama's ideas a recipe for economic disaster. Las Vegas Review-Journal. Obama's policies are "poorly crafted"... and will result in "higher prices at the pump." Washington Post. Obama's plans will "stunt small business" and threaten "America's economic competitiveness." Wall Street Journal. More taxes. Higher gas prices. A recipe for economic disaster. That's the real Obama. I'm John McCain and I approved this message.
Title: American Dream
Candidate: Obama

Transcript:

The highest unemployment in seven years. A record 1 million homes in foreclosure. Financial markets in turmoil. Wages declining. Food and gas prices soaring. For too many the American dream is fading. Middle class is struggling. We need a new direction now. And that’s why I’m running for President. I’m Barack Obama and I approved this message.

Translated from Spanish:

We share a dream that with hard work, your family can succeed. That if you get sick, have health insurance. That our children can receive a good education. Whether rich or poor. This is the American dream. I ask your vote not only for me and the Democrats, but to keep that dream alive for you and your children. I'm Barack Obama and I approve this message.
I’m Barack Obama and I approved this message. Born on an island his family didn’t have much, but Barack Obama understands the worries of parents on our island. That explains why the Obama plan is the best plan for Puerto Rico. The time has come to reform our education system. And the students get the resources that they need to achieve their dreams. I’ll be the president that finally makes health care affordable And I’ll be the president that ends this war in Iraq and finally brings our troops home.
People that I know don't have insurance and have gotten sick. I have family members that don't have health insurance and have very serious diseases. I work but I don't have insurance, and that makes things very hard. Barack Obama and the democrats are fighting to get health insurance available for everyone. Lowering the costs, covering more families. I think he's the person who can help us. I want him to represent me. I'm Barack Obama and I approve this message.

English Transcript:

John McCain talks about a 5,000 dollar tax credit for healthcare. But here's what he's not telling you. McCain would make you pay income tax on your health insurance benefits. Taxing health benefits for the first time ever. And that tax credit? McCain's own website says it goes straight to the insurance companies, not to you. Leaving you on your own to pay McCain's health insurance tax. Taxing healthcare instead of fixing it. We can't afford John McCain. I'm Barack Obama, and I approve this message.
Leaders across Florida are supporting Mitt Romney because only Mitt can restore jobs, free enterprise, and the values of liberty. Florida Attorney general Pam Bondy said “I firmly believe that the one person who is prepared and ready to hit the ground running and lead our country and our world out of this economic recession is governor Mitt Romney. And I am very proud to endorse him.” Today conservatives are supporting Mitt Romney because he shares their values the sanctity of life, the sacredness of marriage, and the importance of family. Found of women affirming life MaryAnn Glendale Said “The pro-life movement has worked so hard for so many years in the effort to change peoples hearts and mind of the life issues. Like Ronald Reagan like Henry Hein? Mitt Romney should be welcomed as a great success story for the prolife movement.” Mitt Romney Because its time we start believing in America again. I’m Mitt Romney I’m running for president and I approved this message. Paid for by Romney for President Incorporated.

Title: Estoy
Candidate: Romney

Translation:

I am Mario Diaz-Balart. Republicans should elect the best candidate to go up against President Obama, the candidate with the plan to get our economy going and create jobs. I am convinced that Mitt Romney is that candidate. That is why I am with Romney. I am Ileana Ros-Lehtinen. Mitt Romney will fight against the despotic efforts of Castro and Chavez. He understands the urgency to stop them and increase our support for the valiant heroes who fight for democracy in Cuba. The policy of Obama has failed. We need the leadership and conviction of Romney to change course in our hemisphere. That is why I am with Romney. I am Lincoln Diaz-Balart. The presidential election this year will be decisive for the cause of liberty. We have an obligation to confront Barack Obama with the candidate who has the greatest opportunity to win. That is why I am with Romney. Paid for by Romney for President, Incorporated. I am Mitt Romney. I am running for President and I approve this message.
Title: Latinos for Newt
Candidate: Newt Gingrich

Translated from Spanish:

My family came to this country looking for liberty and a dream. But now the United States is resembling the government they fled. Socialized medicine, taxes that paralyze businesses. But Newt Gingrich wants to rebuild the United States that we so love. Newt balanced the budget and created 11 million new jobs. He will be able to do it again. My family knows what it is to lose the homeland they love. It won’t happen to us again. Newt Gingrich knows us. Together, let’s retake the country we so love. I’m Newt Gingrich, and I approve this message.

English Transcript:

We owe Barrack Obama nothing. Many of our people have lost their jobs other have lost their homes and immigration is a bigger mess than ever. We need Newt Gingrich. He knows us. Understands us and shares our conservative values. When he was speaker he helped create 11 million new jobs, reformed welfare, and balanced the budget. Newt Gingrich is the leader we need. To rebuild the America that has given us so much I’m Newt Gingrich and I approved this message.
Title: Florida Families
Candidate: Romney

While Florida families lost everything in the housing crisis Newt Gingrich cashed in. Gingrich was paid over 1.6 million dollars by the scandal ridden agency that helped create the crisis And I offer my advice and my advice as a historian. A historian? Really? Sanctioned for ethics violations. Gingrich resigned from congress in disgrace and then cashed in as a DC insider. If Newt wins this guy would be very happy. I’m mitt Romney and I approved this message.

Title: Hechos
Candidate: Romney

Translated from Spanish:

Newt Gingrich claims to be a Reagan conservative. Let’s review the facts. Gingrich said that he would not change the failed policy of Barack Obama on travel to Cuba that serves to fill the regime’s coffers and increase repression on the island. I don’t think Reagan would agree with Gingrich. Gingrich profited from Freddie Mac, one of the reasons for the mortgage collapse that has caused so much damage in our community. Reagan would have never partnered-up with Nancy Pelosi to advance the extreme left agenda, as Gingrich did. And Reagan definitely would have never offended us, Hispanics, as Gingrich did by saying that Spanish is the language of the ghetto. Now, searching for votes, Gingrich wants to change history but the facts speak for themselves. Paid for by Romney for President, Incorporated. I am Mitt Romney. I am running for President and I approve this message.
Faith is one of the cornerstones of our culture. We need a leader who is guided by those values and who delivers on his promise to help others. In his first 100 days as president, John Kerry will present a plan to reform immigration and help reunify families. We have faith in John Kerry because he has faith in us. John Kerry our hope for a better future.
We introduce you to a man of faith. A man of family. A man of honor. A man for our community. His name is John Kerry. And for more than twenty years, he has defended working people. And has fought so they can reach their dreams. John Kerry. As President, he will be our hope for a better future. I am John Kerry and I have approved this message. Yes we can.
Title: Hospital
Candidate: John Kerry

Translation:

Daddy. One out of every three Latinos in this country lives without medical insurance. Doctor, how are you? Doctor, can I go home now? Of course! Can we speak for a moment? Yes of course. Is everything all right? Yes, the child is fine. But your medical insurance does not cover all of the costs. What? John Kerry wants all children to have access to health insurance. For a better future vote for John Kerry. I'm John Kerry, and I approved this message.
For his heroism in Vietnam, John Kerry won the Silver and Bronze Stars and three Purple Hearts. John Kerry knows that in Washington, the World War II Memorial is a monument to soldiers with names such as García, Chávez and Ortiz. John Kerry honors all of those Hispanics who have distinguished themselves in our armed forces with valor and dignity. John Kerry honors all of our veterans. I’m John Kerry and I approved this message.
Title: La Voz de los que no tienen Voz  
Candidate: Clinton

Translated from Spanish:

We, the Latinos of Nevada, want to have a better life for our families. This is the moment when our vote needs to be our voice. We need to support our friend Hillary Clinton. She is in favor of universal health insurance and economic policies that will create millions of new jobs. And Hillary has said enough is enough to the anti-Hispanic demagoguery. She has worked in favor of the interests of our community for decades and she always delivers. Hillary is the voice of those without a voice. Next Saturday, at 11 in the morning, let's go out and vote for Hillary, so that we can have a better life. I am Hillary Clinton and I approve this message.
Title: Estamos Unidos
Candidate: McCain

Translated from Spanish:

When we are buying groceries, we don’t have a political party. When we are filling up the gas tank, we are not Republicans, Democrats or Independents. We are Hispanics, and we all are hurting together in this uncertain economic time. We need someone that has a good economic plan, and that is John McCain. His plan is a realistic plan, not a political one, and it will help jump-start the local and national economies. He proposed to Congress a federal gas-tax holiday for the summer months. He wants middle-class families to pay less taxes so we can have more money in our pocket and less in Washington. And he wants to help families hurt by the housing crisis under his HOME Plan. He is optimistic and knows that we all united together, Republicans, Democrats, and Independents, can find a better way to fill up our tanks, our shopping carts, and our dreams. That’s why in Nevada we are united with John McCain: I’m John McCain and I approve this message. Paid for by John McCain 2008.
Title: Fraudulent
Candidate: McCain

Translated from Spanish:

Which is worse the fact that Obama and his friends in Congress killed immigration reform or that Obama’s attacks against immigration were called by the press unjust, wrong and fraudulent. Obama and his allies think that the United States has an immigration problem just because the Mexican society is dysfunctional. They have said no many times before, in this election let’s say no to them. I’m John McCain and I approve this message.
For the last 9 years I have fought cancer. John McCain's healthcare plan doesn't require insurance companies to cover pre-existing illnesses. Barack Obama is the only solution for us. John McCain and the Republicans want to follow the same politics of George Bush, leaving 5 million people without insurance. Barack Obama's plan makes healthcare accessible to everyone. That's his promise. I'm Barack Obama and I approve this message.
Title: Nuestra Amiga
Candidate: Clinton

Translated from Spanish:

Our voice and our vote will elect the next President of the great country. Our candidate is Hillary Clinton because she respects our culture and understands the problems that affect our community. Millions of Hispanic families live with the fear of not having health insurance. The economic crisis and the cost of living are of concern to all of us. Hillary is our friend and will help us. Let’s vote for Hillary on February 5th and we will have a better life. We are with you! I’m Hillary Clinton and I approve this message.