

# Categories

In general, when classifying, highlight the entire sentence.

- Name Calling - Giving a bad name to "individuals, groups, nations, races, practices, beliefs and ideals he would have us condemn" to "make us form a judgment without examining the evidence". When looking for this, just look for cases where candidates call the candidates from opposing parties (or same party) out by name and use a negative adjective to describe them.
- Glittering generalities - Identifying one's message with virtue by appealing to good emotions. Virtue words include "truth", "freedom", "honor", "liberty", "public service", "the American way", etc. These words that are listed are good tags to look for, and, in addition to that, anything that talks in glittering language about the American promise or dream also qualifies as a glittering generality.
- Testimonial - Using testimonials from trusted figures (celebrities, experts, people similar to those in audience) in support of one's message. Generally, one sees this in parts of the speech where the person is thanking the local candidate from the area, in an effort to tie the candidate's image to something that people from that area are used to/have heard of before. There are other instances, such as when candidates cite endorsements.
- Plain Folks - Trying to win confidence by appearing to be like an average person (discussing "common things of life" - family, shared pastimes, experiences, etc.). In general, this falls under attempts to be folksy. This is when candidates describe how they grew up in very simplistic households/middle class working families to create a relatable feel to their image.
- Credit Claiming - claiming responsibility for getting a specific outcome (e.g. getting a bill passed, etc.). The scope of this can be large - the speech can be claiming credit for a policy or it can be claiming credit for some kind of rejection of the other party's platform. The point of this is the candidate is connecting some *result* to their actions.
- Stereotyping - Conventional notion of an individual, group of people, country, etc. as held by a number of people. Stereotypes can be negative or positive. Stereotypical content can be explicit or implicit (in the form of "cues" - coded language, evocative visuals, etc.)
  - Slightly more nuanced than name-calling in that it's targeted at wider groups in general
  - I think this may be somewhat subjective to tag, but it should still be doable.
- Usage of slogans - brief, striking phrases ("Make America great again" or "Stronger together" or "Yes we can!")
- Patriotism - reference to patriotic appeal to appeal to the crowd ("flag waving") that involves mentions of patriotic emblems (flag, the veterans, eagle, etc.), how great the nation is, etc. This can sometimes be confused with glittering generalities. Feel free to mark both labels if it is both.
  - Used very frequently - common phrasing that should be pretty easily classifiable.
  - *So, don't let anyone ever tell you that this country isn't great, that somehow we need to make it great again. Because this right now is the greatest country on Earth.* (Michelle Obama DNC 2016)
- Repetition - repeating arguments with the same message. Select the repeated phrase, *along with its repetition*. For example, if the repeated phrase is yes we can. Highlight "yes we can. yes we can.", not just the first "yes we can".
- Fear - usage of fear to motivate audience to support either a political strategy or a candidate in general.
  - *They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists.*
  - *Today, millions of young people are scared, worried about the future, worried what the future will hold.* (Cruz)
  - *And yet, for so many Americans, the promise of America seems more and more distant.* (Cruz)

When categorizing this, look for threats, discussion about current or future impacts (poverty, failure, unemployment).

- Emotional Anecdotes - telling stories while leveraging value-based language to appeal to the emotions of voters to convince them of a candidate's humanity. It is sometimes difficult to determine exactly how much to highlight here. Identify stories, and highlight up to 3 of the sentences most core to the story being told (or if it's a very long anecdote, break into multiple annotations).