





■ ■ ■ ■ Abstract ■ ■ Within the discipline of Anthropology, the analysis of national level politics has ■ often rece



■■Acknowledgments■Like most human endeavors, this thesis was one, which could not have been■■accom

Introduction■ ■ In April of 2005, a minor land dispute escalated into the largest political■ demonstration in Mexi

■ ■ Finally, this thesis seeks to examine the Mexican presidential election of 2006 ■ within the context of the us

■■not necessarily disqualify a candidate from electoral competition. Instead, the informal■■normative rules sp



presidential election, I have endeavored to analyze those events and contingencies that■most exemplify the u

10■■■put a strong emphasis upon their candidates' adherence and embodiment of the informal■■■normative rule

■■upcoming years within Mexico and are discussed in the conclusion.■■YW■■

12 Theoretical Framework In Stratagems and Spoils, Bailey used the analogy of a competitive game

13 means” and it is through the process of communication that normative rules take on the aspect of r

■■ ■■14■■make winning the competition possible.■■As noted above there exist a subset of strategic rules

15 political self-interest of a particular elite member or elite group. Much in the same way that elite

■■16■■on the "letter of the Law." Conversely, the informal or non-codified, focus on the "intent■■of the Law"



■ ■ ■ ■ The Desafuero of López Obrador ■ ■ ■ Prior to Lopez Obrador taking office as head of the Government of

■ normative code, namely the Mexican Constitution. According to Article 38.11! of the ■ Mexican Constitution

19■■■After a very methodical three-year investigation, Attorney General Macedo de la■■Concha formally initiated

■ ■ 20 ■ ■ the PRI had been conspiring since 2001 to block Lopez Obrador, from running for the ■ presidency o

■■21■■hypocritical devotion to legality].> In accusing his political enemies as having a■■“hypocritical devotio

■■22■■circumstances my prison does not afflict to me here, because I■■believe that I am serving great to ou

■■23■■intellectuals and some members of the PRI and PAN, was brought increasingly to bear on■President

24■■■Media Strategy: the Alchemy of Fear and Hope .■■■Given that the Calderén and Lopez Obrador campaign



25 purpose of the office of the president. The tactics and symbols used within each of the campaigns'

■ ■ ■ ■ ■ 26 ■ ■ administration. Even for those who had not seen much improvement during the Fox ■ admini

■■ ■■27■■Obrador's representation of the mythical Mexican president as a man of the people. The■words

■■ ■■28■■that emphasized the un-presidential behavior of Lopez Obrador. Fortunately for■■Calderon, Ven

■ ■ 29 ■ ■ President Fox appeared to show a certain level of disrespect for the office of the President ■ of Mexico

■ ■ ■ ■ 30 ■ ■ ■ ■ Lépez Obrador had previously stated that he would only participate in one debate and had ■ cho

31■■■The second prong of Lopez Obrador's strategy was to launch his own series of■■■attack ads. In one partic





■ ■ elite echoed these reassurances of electoral transparency in addition to the appeals to ■ calm and patience

34■■■The above statements also revealed that in the event that he lost the election,■■■L6ópez Obrador's strate

35 because they recognized the legitimacy of the electoral institutions he was challenging. Given the h

■■ ■■36■■ Later López Obrador's critics would charge that his "demand" that his election results be respec

■■ ■■37■■ would eventually lend his movement the legitimacy, both nationally and internationally,■ that he

■■or elites who really run the Mexican government. He characterized this group of■privileged elites of being

realmente irrelevante.■ Si él gano (y todo parece indicar que si), el nos gobernara y que■ bueno que el que ob

40■■■If he won (and everything seems to indicate yes), he will govern us■■■and, well, he who obtains more votes



41 ■ ■ formalized end of his struggle to attain the Presidency of Mexico, L pez Obrador ■ steadfastly refused to

42 normative responsibility by handing in his speech. They also showed President Fox failure to fulfill

■■ ■■ ■■43■■creation of a new Mexico.■■However, on September 10, 2006, Lopez Obrador announced

44 ■ ■ many on the left, at that time, felt that this was their best chance to grab real political ■ power from the PF

45 ■ ■ Governor of Tabasco (and 2006 presidential candidate for the PRI), Roberto Medraza, ■ called in the Fed

46nationally. While this may seem petty to some, it did have the real and pragmatic purpose of discre



48 functions of elite groups. Within the context of electoral politics, the universal function of elite status



49■■in political competition in Mexico. While viewed by many as a negative trend, the use of■these types of

50 ■ ■ Furthermore, the damage to the IFE's reputation, as an unbiased referee, may be tainted ■ in the eyes of



52 7 The national soccer team commercials are available at: <http://youtube.com/watch?v=6Prdgv>







