Public Abstract

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Title:Value-framing of issues in the 2004 presidential campaign by American newspapers in Russian

Which election issues of the 2004 presidential campaign received the most coverage in American newspapers in the Russian language? Were the arguments supporting issue stances discussed in terms of human rights and values (ethical values), or in terms of financial value and practicality (material values)? These were the questions this study researched using methods of statistical analysis of newspapers' content.

The analysis showed that national security, economy, morality/values, health care, and social security were the most covered election issues. Comparing the results to the findings of the National Annenberg Election Survey proved that the choice of election issues for coverage was more relevant for those inclined toward George Bush.

Ethical terms were most dominant in the discussion of national security and foreign policy issues. Material arguments dominated in the discussion of issues of economy, health care, and social security. Morality and values were more likely to be supported by statements providing candidates' or writers' stance on the issue without explaining it.

This study allowed connecting findings to theories on how voting decisions are made. Discussing the most dominant issue of foreign policy in ideological terms might encourage the type of voting when voters make a choice judging by far-reaching aims of the political platform instead of an easier-to-use criterion of government performance.

The study's results could be used by American politicians to understand the political agenda in the Russian-speaking community not only to appeal to this group of voters by candidates' political campaign, but also to advocate their interests after elections.