

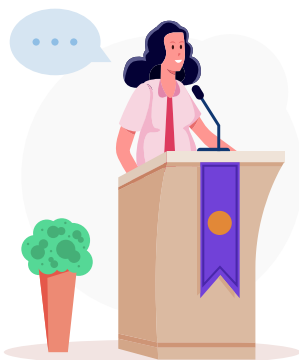
ELECTORAL STRATEGIES AGAINST SAFETY. COMMENTS ON CAMPAIGN POSITIONING. BUENOS AIRES (2007)

RESEARCH

Topics on urban insecurity became a central part of local electoral strategies in recent years.



SECURITY AS ELECTORAL STRATEGY



URBAN CRIME SPEECHES

OBJECTIVE

Analyze the electoral strategies in dispute based on the discourses about urban crime in the City of Buenos Aires.



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TOOLS

The approach is qualitative based on the technique of political discourse analysis. Fragments referring to the issue of urban security within a corpus of campaign material are analyzed.



RESULTS

The results show how the majority political spaces incorporated urban security and defined their electoral positions based on this topic.



BUENOS AIRES



2007



3 MODALITIES

SPEECH OF THE PRO

Descriptive components with diagnostic and propositive elements were used.

SPEECH OF THE FPV

stressed the evasive key of the security issue to focus on the Social issue.

SPEECH OF THE +BA

It reinforced the prescriptive order (we must continue like this).