
THE CAMPAIGN DECODER

*A Weekly Magazine to Understand the 2016 US
Presidential Elections*

Made by Rouen University LLCE Students
With a little help from Prof. Peter Marquis

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The editors-in-chief for this issue were Martin Lerebourg and Laetitia Appert.

Publisher's note: all the articles were researched, written and proofread by students. It is their original work. Plagiarism check was done using [Urkund](#). For any questions or comments, write us [here](#).

The News This Week

Two Unstoppable Candidates

By Sarah DB, Lucie P & Pauline M



Donald Trump still has a strong lead over Ted Cruz in Iowa with about a week left before the first nomination contest on February 1st, according to a Fox News poll. Indeed, the poll of Iowa voters shows Trump with 34 percent among likely Republican caucus-goers, 11-points more than two weeks ago. Cruz is now at 23 percent, slightly down from 27 percent in the last poll. In New Hampshire, Trump has more than twice the support of Cruz who is the next closest candidate. Marco Rubio follows with 13 percent.

A Fox News national poll was released two days ago which showed Trump leading the field as the start of voting approaches quickly. Trump received 34 percent in this poll, while Cruz got 20 percent and Rubio 11 percent. The national poll was conducted over the same time period and via the same method, but interviewed 1,009 registered voters and had a margin of error of approximately 3 percentage points. Donald Trump still leads despite a lot of misconducts, for example, in his last speech on Saturday, he said : "I could stand in the middle of 5th Avenue and shoot somebody, and I wouldn't lose any voters".



Meanwhile, ex- New York City mayor and billionaire Michael Bloomberg, 73 years old, is drawing up plans for the presidential run. His help comes from directed advisers who worked with him when he was mayor. Moreover, he is bound to announce in March whether he will go on with running for presidency or not. However, his popularity remains narrow and unlikely due to the strength of Donald Trump with 37% of voters for the Republican and 13% of votes for Bloomberg. Moreover, the majority of the Democrats are against him. But despite all these obstacles,

Michael Bloomberg stays confident, and pertinacious. He is more likely to run for the presidency if Hillary Clinton does not emerge as the likely nominee for the Democrats.

Sources: *The Wall Street Journal*, *POLITICO*

What to Look At in the Coming Week

February 1st: First Vote in the Nation

By Ambre Hémoulin, Charlotte Ruegger and Jeff Denise



In 5 days, on February 1st, the Iowa voters are going to choose their delegates during the first caucus of the year. Both parties are concerned by this caucus. According to the nytimes.com, on the Democratic side, Hillary Clinton leads the polls with 51,8%, which puts her 12 points above her opponent, Bernie Sanders.

On the Republican side, the polls are much tighter. Donald Trump and Ted

Cruz are neck to neck, with 31% and 25,8%. There are 52 Iowa Democratic delegates and 30 Iowa Republican delegates, who are elected by the people and are of crucial use to the elections, mainly because they vote for the nominees.

If you are American and haven't made your choice yet, don't miss the Republican debate in Des Moines, Iowa, on January 28 at 9 p.m. ET.

Sources:

- <http://www.desmoinesregister.com/iowa-caucuses/>
- <http://www.nytimes.com/interactive/2016/us/elections/presidential-candidates-dashboard.html>

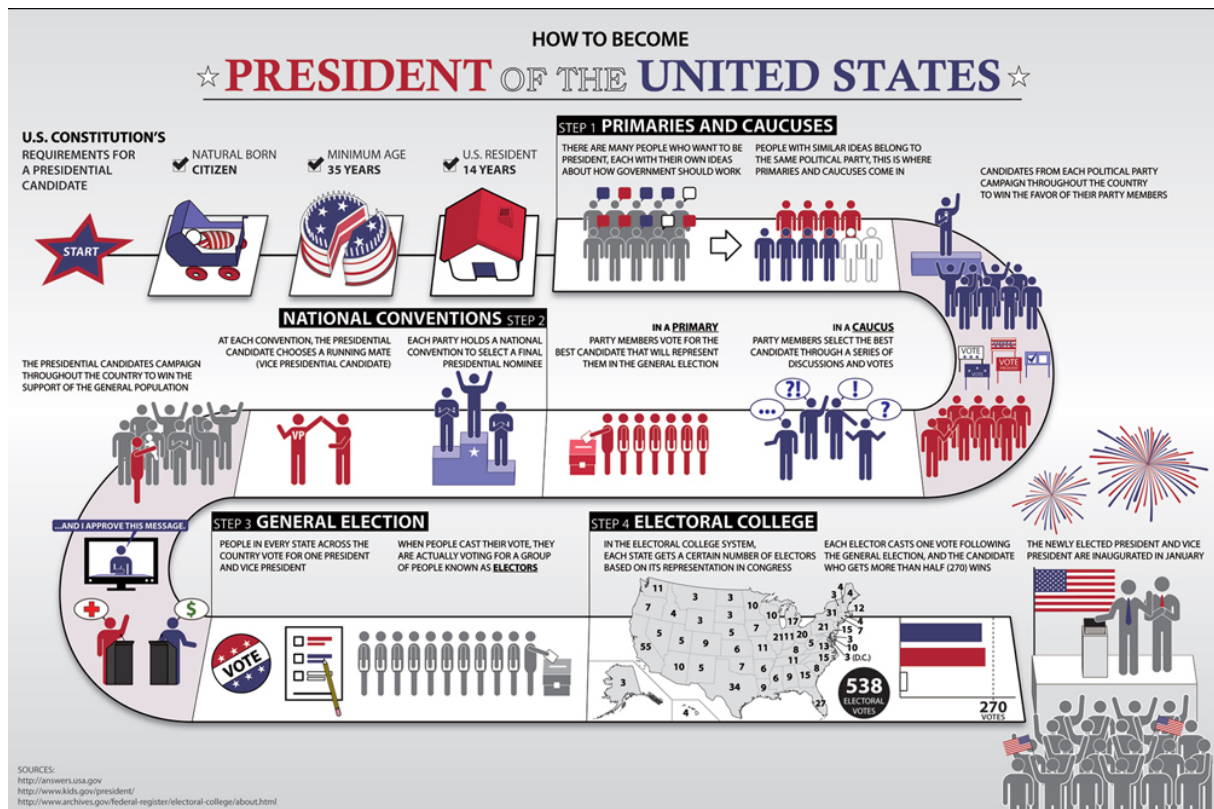
To go further: "Can Donald Trump actually be the Republican nominee?" *The Washington Post*



Background Check: a Deeper Look at a Key Campaign Issue

#1. The US Electoral Process Explained.

by Chloé Cacheux (staff writer) & Océane Quibel (Proofreader)



How to Become the Us President. Original source: Shahed Syed, www.shah3d.com

We all know that the run for the presidency started last year in the U.S., but do you really know how the electoral process works? Let us explain in a few words to make sure you will be able to follow what happens during this election year.

The first step is the primaries which, in most of states, start in February. « Super Tuesday » is the day when twenty states vote at the same time. This year, « Super Tuesday » takes place on March, 1st. They are held by common citizens or by caucuses

(pledged party members), for Republicans, Democrats, or even for both, which depends on the State again. These primaries send delegates to the Party's National Conventions held in the summer. Delegates have to vote for a "ticket" which represents a duet: a presidential candidate and a vice-presidential running mate. When the name of the party's nominee is known, it is time to elect the President. There are two votes : the "popular" vote and the "electoral" vote.

The popular vote is on the day

following the first Monday in November, called "Election Day," when everyone goes to vote for a ticket. Actually, these voters vote for the "Presidential Electors," so it is an indirect vote. There are electors for each state, and the numbers of electors is proportional to the number of inhabitants of the state (California is the biggest and has 55 votes). The winner is the ticket with the highest rate of the ballot, and it takes all the state's electoral voteq, as it is a « winner-takes-all » process.

The electoral vote is held in mid-office in January.

Now, you hold the cards to understand the electoral process in the US. Next step for our dear American readers: going to vote!

December in state capitols. Voters are part of the "Electoral College" (corresponding to the 435 members of the House of Representatives, 100 senators, and the three additional electors from the District of Columbia) who vote for the ticket they declare to support. If a ticket gets over 270 votes, it wins the presidency. Sometimes, the Electoral College system has resulted in the election of a candidate who did not receive the majority in the popular election. Note that the former President remains in power until the new one takes

Media Watch: How Did the Media Cover the Campaign This Week?

#NoCalmAfterTheStorm

By Maud Letournel, Yoan Pouzet & Wyllò



Despite Winter Storm Jonas targeting DC, New-York, Boston and so on, last week-end, candidate Sanders' voters mobilised social networks, feeling the East Coast blizzard stole the attention. Photos on Instagram and Twitter show marches they organized to steer attention back to their candidate. A candidate, who was apparently the winner of last week Democrat debate, opposing him to Hillary Clinton.

According to CNN's overview, about how people welcome the Democrats in New Hampshire, the results are incisive: 70% in the new poll plan to vote for Sanders and only 20% for Clinton, voters having, by far, best opinion about Sanders. They

feel like he will handle every subject better than Clinton would. The only point Clinton is leading is the fight against terrorism by 55%.

RT points out that it's not really the candidate or the campaign that matters, but the voters, and considering the reactions of the two crowds, the candidate who has the advantage is not Clinton. As for The New-York Times, it underlines Clinton's loss of supporter's confidence after the debate, earning 9 points about how untrustworthy she is perceived.

Sources:

- <http://www.nytimes.com/2016/01/25/us/politics/hillary-clinton-bernie-sanders-democratic-party-iowa-new-hampshire.html?ref=politics>
- <https://www.rt.com/usa/329996-march-bernie-sanders-media/>
- <http://edition.cnn.com/2016/01/19/politics/new-hampshire-cnn-wmur-poll-democrats/>

Cartoon of the Week

By Victor Clarke & Emma Audinot



In this cartoon published in July 2015, two Republican politicians are fighting. On the left side: one with the chainsaw, and on the right side: one with the baseball bat. Though the surprising thing is that we can see the shadow of Donald Trump on the background.

Also, "stunts for the spotlight" is written above them, which means that the two politicians are fighting for the media spotlight. They both want a stunt in order to win the media attention, but the presence of Donald Trump on the background means that he's already present and winning the

fight without even being here.

We can deduce that the shadow of Donald Trump is cast by the fight and a consequence of the event. It is the shadow of Donald Trump which is frightening for the politicians.

Free Speech

Here is your space for your column, editorial, rant, fiction, banter, endorsement, etc. Send suggestions to the publisher.

This week's piece is about Sarah Palin's endorsement speech of Trump delivered on January 19. Palin is a former governor from Alaska and was picked as John McCain's running mate in 2008. Since retiring from politics in 2010, she has been a TV personality and a leader of the Tea Party movement. She is still very popular with evangelists. Watch her speech on Youtube (from 53' to 73') or read the verbatim.

From PT Barnum, Jr. (New York)

Dear Sarah,

Kudos on your acts last night in Iowa where you came out of early retirement to endorse Trump. Even "The Donald" looked like a sideshow attraction next to you. The skit at the beginning when you juggled words like a rapper was delightful: "teachers and teamsters / cops, cooks and rock n' rollers. And holy rollers." Hallelujah, DJ Sarah is in da house ! You really worked your magic there. I also like the joke about the vets: "we're watching our sailors humiliated ... because a weak-kneed capitulator-in-chief has decided to lead from behind." A good one, didn't see it coming. Ad hominem attacks that question a man's virility are so politically correct these days; that was refreshing. I also applaud your skills on the tight rope: you walked the line between outright xenophobia ("illegal immigrants are better treated than our own vets," you implied) and phony racial tolerance ("stop the race-baiting to unify around the right issues"). Brilliant!

But what really won me over was the finale. I think I will long remember your balancing act of endorsing Trump without completely betraying Ted Cruz, your former ally. The drums were a-rolling. The trapezes were a-swinging. The rings were a-flaming and the lions were a-roaring. Suddenly the cannon exploded: "God bless the next president of the US, Donald J. Trump." That was some high-flying buffoonery. I really hope the producer paid you big money, because you're a born entertainer. Have you thought of making it a career? Wait. You're already committed to public service. That's too bad.

End of Issue #1. Thanks for reading. See you next Wednesday.
