

Framing is defined as selecting and highlighting some facets of events or issues and making connections among them to promote particular interpretation, evaluation, and or solutions. The framing within the Clinton campaign focuses on Mr. Trump, the framing is attempting to overtly and subvertly frame almost every piece of her ad campaign as one huge anti-trump ad. Moreover, the framing within the campaign is utilized as a tool to contrast her with Donald Trump. However, one key piece of framing strategy consists of the humanization of Mrs. Clinton. As such framing is a key piece of the strategy of the Clinton Campaign.

The word choice her campaign is trying to associate with Mr. Trump is one of the Clinton Campaign's main Frames. It is what they are utilizing to demonstrate that the country should fear Mr. Trump. For example, "The kinds of rhetoric and language Mr. Trump has used is giving aid and comfort to our adversaries." This is taken from one of her speeches addressing Mr. Trump's response to Orlando. This message has since evolved. The Campaign's *Just One* advertisement is directly targeting this issue. It uses his own words to imply that his temperament is horrible, that "All it takes is just one wrong move. Just one," the ad concludes, over the sound of a jet. in an attempt to signifying war of some kind.

In association with this frame, another, bigger one, is at work. The one of Mrs. Clinton as a role model. For example, this involves a series of ads, one of which is named *Role Model*, that have featured Trump in his own words, framed to demonstrate how those words sound as heard through the ears of various, specific audiences. First women, then the disabled, as well as children. The ad with children has Trump speaking about several different issues, with different types of children who could possible represent each issue. The ad ends with Mrs. Clinton speaking in a calm and concise way, seeming to choose her words carefully. The Clinton campaign clearly wants us to view and hear Trump's statements through the eyes and ears of the

vulnerable. It is also meant to reinforce the idea that Mrs. Clinton would be a better role model than Mr. Trump if one were to go on what has been said and done in the past. There is another called, *sacrifice*, with veterans that portrays the same message.

Upon that the campaign attempts to portray her as more human. The frame most associated with her are the cold exterior she has built up. At the time she got into politics being a woman was still seen by society as very much being weaker, being more emotional. To frame this, and put herself in context she did an interview with [Humans of New York](#). “I know that I can be perceived as aloof or cold or unemotional. But I had to learn as a young woman to control my emotions. And that’s a hard path to walk. Because you need to protect yourself, you need to keep steady, but at the same time you don’t want to seem ‘walled off.’” She is humanizing herself. Framing herself as a woman in a man’s world, especially when she was staring out. She is attempting to make herself relatable. Many comments coming off of this interview had young women agreeing with her. She’s successfully framed herself as human. The campaign, probably because it assumes that we know of her, in a political setting is framing her as more than a politician. They want us to see her as a wife, a mother, a grandmother, someone who genuinely cares. The first step at this is humanizing her through an interview that had the potential to reach over 17 million people. Mrs. Clinton was even successful in tying it back to the role model frame, “If you want to run for the Senate, or run for the Presidency, most of your role models are going to be men. And what works for them won’t work for you,” she wrote. ” Then if you were to go back and look this interview itself drummed up a lot of media attention. BuzzFeed for example, ran an article to show that women were relating to what she had to say.

A background frame that is that Mrs. Clinton is a woman. This may seem obvious but it is being framed in such a way to make you unconsciously aware of it. It was big at the beginning

of the campaign, the women card, the ad *History Made*. Now towards the end it has disappeared, but it is more so the fact that she is a woman that keeps you aware of this frame. This frame is using your assumptions about women. The Campaign doesn't even have to do anything. You are doing it all on your own. The assumption that women are naturally more mature, more respectable, than men, it is there in the background, Trump's words and actions are reinforcing it. For example, in a recent ad, *Mirrors*, the ad finishes by quoting Trump from an appearance on Stern's radio show in 1993. Stern, who does not appear on camera, asks Trump "so you treat women with respect?"

"No, I can't say that either," Trump replies.

That's all the campaign is doing, sitting back and watching. As long as Clinton doesn't do anything (besides the emails) that can be seen as immature or irresponsible then this frame, her as a woman is more responsible and mature, will continuously be in effect.

Furthermore, it all comes back to this, Hillary Clinton wants the election to be a referendum on Trump: Are you ready to hand the nuclear codes to an authoritarian with a hair-trigger temper? That is the main frame of the campaign. It's seen in almost every other frame discussed here. It is the why behind the Clinton campaign's whole strategy. To overtly and subvertly frame more or less every piece of her campaign as one huge anti-Trump ad. Whether it's comparing her plans to his, or it's comparing their temperaments and experience, the campaign continuously focuses on the issue of Trump himself and frames it that way.

This strategy is proving to be somewhat successful. They take Mr. Trump's words and use them against him. It is a good tool for framing Trump's temperament, and his personality, it is also useful in remind people of what Trump says. This strategy is smart in that all it needs is a

few clips of campaign footage that can be obtained from reputable sources, such as an actual news network and to go to town.

The strategy does have downsides however. For example of the use of children in the Role Models ad. Children aren't the best of actors, and only a few of those in this ad seem fazed by the words of Mr. Trump. Furthermore, the Role Model ad proposes that Clinton should be the role model, but how can she when the people don't trust her? Another downside to this is that Clinton just seems to be responding to whatever Trump does. Which granted is smart but where is her active role? Her ads framing her as more human give that but they are in short supply. The Humans of New York interview, the Bill Clinton ad speaking of how Mrs. Clinton genuinely cares, in fact all her ads involving her family, successfully remind you that she is human. But there are only two ad series that involve her family.

My recommendations for this strategy are:

1. Play up the Human-ness of Mrs. Clinton
2. Remind voters of her policies
  - a. I never once mentioned her policies, the overall frame could allow for it even. So they should do this.
3. Keep focus on Trump's rhetoric.
4. Get more media attention. Hold more press conferences, remind people of who she is. Why she is experienced in politics.

In conclusion, Mrs. Clinton's campaign strategy for framing could use some work but it is strong. She is doing the right things but there needs to be more. More coverage, more appearances, an example could be having her take time out of her schedule to visit an orphanage

or something. Make her human, have her photographed with her granddaughter while on the trial, have her shown in roles other than politician.

Please note that I wrote this before the first presidential debate. But As I watched the debate I saw all my recommendations playing out. If I had to add a recommendation then for after the debate, I would say that Mrs. Clinton needs to Keep doing what she is doing but also have her appeal to the youth. Everyone mentioned the millennials but what in her frame appeals to them? Family check, minorities check, women check, where is the youth in her campaign.